



The Pacific Telephone Magazine

APRIL, 1923

Vol. XVI, No. 10



THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

H. T. SCOTT,
CHAIRMAN BOARD OF DIRECTORS.

G. E. McFARLAND,
PRESIDENT.

H. D. PILLSBURY,
VICE PRESIDENT AND GENERAL ATTORNEY.

J. C. NOWELL,
VICE PRESIDENT AND GENERAL MANAGER.

G. J. PETTY,
VICE PRESIDENT AND TREASURER.

B. C. CARROLL,
VICE PRESIDENT.

J. T. SHAW,
VICE PRESIDENT.

C. E. FLEAGER,
ASSISTANT VICE PRESIDENT.

T. V. HALSEY,
SECRETARY.

F. C. PHELPS,
GENERAL AUDITOR.

E. S. PILLSBURY,
CHIEF COUNSEL.

C. W. BURKETT,
CHIEF ENGINEER.

P. H. COOLIDGE,
GENERAL COMMERCIAL SUPERINTENDENT.

J. H. CORCORAN,
GENERAL SUPERINTENDENT OF TRAFFIC.

D. P. FULLERTON,
GENERAL SUPERINTENDENT OF PLANT.

N. WIGTON,
ASSISTANT TO GENERAL MANAGER.

T. V. HALSEY,
SECRETARY EMPLOYEES' BENEFIT FUND COMMITTEE.



CONTENTS

FRONTISPICE:

PAGE

Seattle Training Organization Machine Switching Operators' Training Course.	
Seattle Machine Switching Cutover Contributes to Telephone Development History.....	3
Our Cover Design This Month.....	11
Portland Telephone Boys Hosts to Local and National Electrical Associations.....	12
Memorial Fund to Alexander Graham Bell Will Continue His Work of Teaching the Deaf....	14
Winter and Summer They Reported for an At- tendance Record of 100 Per Cent.....	15
Western Has Record Year.....	16
Spending the Day With Mother.....	16
Employees Who Became Eligible for Service Emblems During March, 1923.....	17
So It Goes.....	17
Tenth Annual Report of the Employees' Benefit Fund Committee	18
Certificate of Audit.....	19
Activities of the San Francisco Telephone Rifle Club	20
Telephone Book Football Team.....	21
EDITORIALS:	
"No Trespassing".....	22
Power	22
McNally a Bank Director.....	23
Mayor's Voice Comes Back "Collect".....	23
A Billion Dollar Corporation.....	23
General James G. Harbord, President Radio Corporation of America, Eminent Soldier and Man, Was Paid Warm Tribute by San Francisco, at the Palace Hotel.....	24-25
Telephone Pioneers Meet in October.....	26
Pacific Company Men Go to Denver for Di- rectory Conference	27
Radio Fans Are Everywhere.....	27
NOTES FROM THE DIVISIONS:	
Coast	28
Oregon	32
Inland	35
Southern	38
Washington	43



SEATTLE TRAINING ORGANIZATION MACHINE SWITCHING OPERATORS' TRAINING COURSE

Front row, left to right—M. Grant, K. Hastings, M. Tutill, P. McIlraith, L. Lagmonde, M. Van Brocklin, E. Romig, B. Milby, A. Pittindrigh. Second row—E. Carroll, H. Morrison, A. Dixon, E. McKibbin, M. Weeks, L. Christie, H. Scott, S. Bonnelle, E. Vallquist. Third row—E. Nygren, E. Gaerisch, E. Buck, N. Coleman, G. Ueland, N. Smith, L. Cheesman, F. Walsh, P. Newell, E. Tobin, M. Roccia. Fourth row—G. Saxe, J. Dunne, O. Kreuder, D. Schraeder, R. Moore, M. Krummeck, L. Snyder, B. Saunders, G. Card, E. Roberts, E. Hayes.

The PACIFIC TELEPHONE MAGAZINE

Volume XVI

APRIL, 1923

Number 10

Seattle Machine Switching Cutover Contributes to Telephone Development History

"Are you ready?" challenged the chief dispatcher.

"Ready!" promptly came the confident reply.

"Post your men."

And so the word was given.

At 11:51 p. m. Saturday, March 3, it was carried over the private lines to three central offices equipped for the Seattle cutover from manual to panel-type machine switching.

In six minutes the old offices were cut dead and the new into service. Final operations were performed in quick succession. Old Melrose, West, and Rainier transferred their functions to new Melrose, West, and Rainier offices precisely at midnight.

Nine minutes after the challenge of the chief dispatcher, the Seattle cutover became a contribution to the history of telephone development. Its historic significance is reflected in the facts that—

It introduced panel machine switching equipment on the Pacific Coast.

It occurred on the seventy-sixth anniversary of the birth of Alexander Graham Bell (Mar 3, 1847).

It involved new and important features in machine switching operation.

It was within one week of marking the forty-seventh anniversary of the first transmission of speech over the wire by Doctor Bell (March 10, 1876).

It was the first time key-indicator equipment was operated over outside interoffice trunk lines.

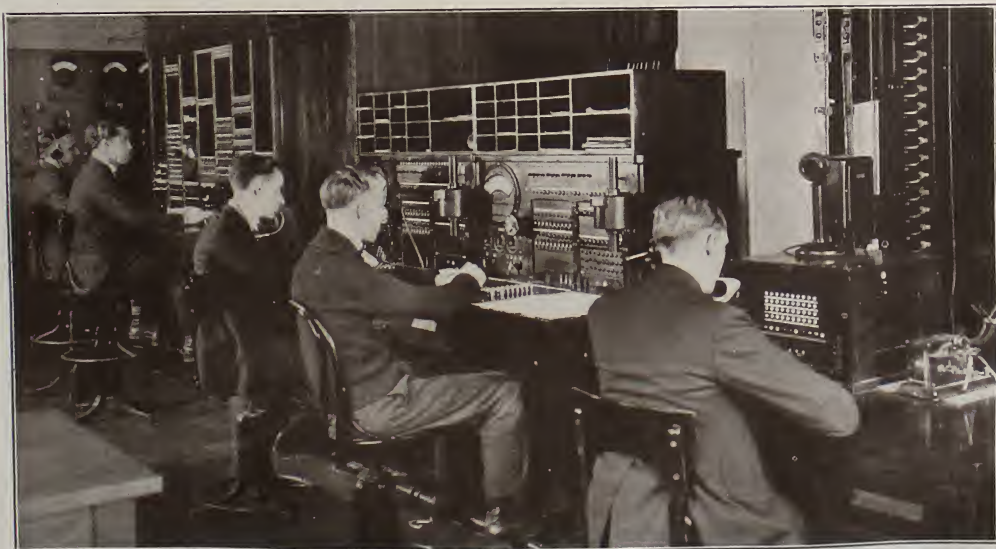
It happened within four days of the fortieth anniversary of the establishment of the Seattle telephone exchange (March 7, 1883).

It is the largest installation of line-finder equipment yet placed in service and is designed to provide for 7280 lines. (Prior to this, the only line-finder installation was at Patterson, N. J., serving 1100 lines.)

It involved simultaneous conversion of three widely separated residential districts with large four-party line development—the first of its kind.

It presented unique and complex situations such as the centralized dispatching of operations for three distinct jobs.

It made instantly effective 4200 number changes in a total of 12,000 stations changed to dial operation.



SEATTLE RAINIER OFFICE—SENDER MONITOR DESK, TEST DESK,
SERVICE OBSERVING DESK



It required voluntary coöperation of the subscribers to 82,000 telephones in using exclusively the old telephone directory up to the hour of the cutover, and then casting that aside and beginning the use of the new directory.

It produced on Sunday, the initial day, many times the volume of traffic of a normal business day—the response of subscribers in residential districts trying the new method.

It called forth team work within departments and between departments which made the cutover successful and which served as a tribute to the spirit of service of telephone people of today and to the wisdom and foresight of Alexander Graham Bell and his practical associates whose plans of an earlier day led the way to such a degree of perfected organization.

Years of careful planning and months of intensive, painstaking effort came to culmination in the performance of the Seattle cutover, in which the various responsibilities and duties were allocated and supervised by the coördination committee. This committee was formed February 28, 1921, as follows:

J. J. Moore, superintendent of maintenance, chairman.

W. C. Pickford, division commercial engineer.

L. E. Winget, division traffic engineer.

L. F. Gehres, district revenue accountant.

The committee worked with indefatigable energy. It prepared and maintained a complete working program and progress report. It assembled all necessary information, allocated duties to departments, determined departmental responsibilities, and otherwise correlated field work required by its program.

Each member of the coördination committee was responsible to the committee and his department for all information pertaining to the work of his department.

All phases of the project and all items passed through the hands of this committee so that the magnitude of the task with which the members were confronted can be readily understood. The success of the cutover indicates that this task was met with full ability and that the committee as a unit and its individual members did their work well.

Closely allied to the specific work of the coördination committee was that of the cutover procedure. The smoothness of the event itself shows the degree of perfection to which the cutover plans were developed.

The complexity of the task is readily apparent when one stops to consider the enormous amount of detail incident to the giving of telephone service.

Training of employees constituted an outstanding problem and an enormous task. This naturally began with the plant department in preparation for maintenance of the equipment.

Plant instruction was actively launched February 10, 1921, under supervision of F. E. M. Jones, supervisor of plant training, assisted by L. N. Merritt, C. W. Carroll, W. J. Mackay, Joseph Ostfeld, J. E. Nicholes, E. A. Thompson, and G. E. McCaughy as instructors.

Approximately three hundred plant employees were given instruction at various times between February 10, 1921, and March 3, 1923, divided into the following classes:

- Machine switching course,
- Key and call indicator,
- Dial test set course,
- Dial adjustment course,
- Manual system,
- P. B. X. circuits,
- Temporary sender monitors.

The marked earnestness of the men in attendance at these courses served to intensify the individual efforts of all instructors, with results that are gratifying on all sides.

The most important traffic employee in connection with the cutover was Miss Operator, herself. The careful construction by the plant department and the intensive training of all employees would be of no avail had Miss Operator fallen down on the job, but, as usual, she carried on with her cheery voice, her poise, her nimble wits and fingers, and did her share—yes, her full share—in making this big project a success.

For six weeks prior to the cutover, Miss Operator took an intensive training course. For the three new machine switching offices it was necessary to train eighty-eight operators. About half of these are engaged in completing incoming calls from long-distance and certain of the Seattle offices. These operators are known as cordless "B" operators, because the "B" positions which they serve are not equipped with trunk cords in the usual manner. Another set of operators are assigned to the machine switching offices for duty as special service or assistance operators.

When our panel machine switching subscribers require assistance, as, for instance, on calls for disconnected telephones, changed numbers, or on account



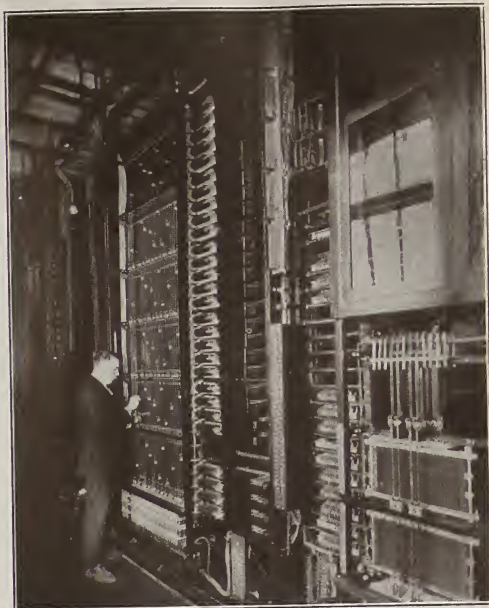
of inaccurate dialing of numbers or office prefixes, the mechanism, very sensibly, throws the call to an assistance operator, who quickly senses the situation and sets the subscriber right. The assistance operator is also available to the subscriber in the event that he desires instruction in regard to his new telephone.

Needless to say, these operators were very much in demand for the first few days after the cutover, and their unfailing tact, patience, and good humor went a long way toward pleasantly familiarizing the subscriber with the new system.

Now, in the remaining manual offices, special equipment and special operating methods were also necessary to establish connections to and from the machine switching offices. On calls to the machine switching offices, connections are established by one of two methods. Certain of the offices use the cordless "B" method before mentioned. The operators in the majority of the manual offices, however, secure direct connection to machine switching telephones without the assistance of an intermediate operator. This is achieved through the key indicator method. By means of numerical keys and associated equipment an "A" operator can quickly select for her manual subscriber any number in a machine switching office that he may desire.

About three hundred operators received training under twelve instructors in the key indicator work. Training equipment was provided at East and Capitol offices and the new training school. Calls incoming to a manual office from a machine switching office are completed at call indicator positions. One hundred and twenty call indicator operators were trained to handle calls from the three machine switching offices at the other nine offices. These operators were trained by twelve instructors, the training being handled at Main, Elliott, East, and Capitol offices. Each key and each call indicator operator received ten hours of intensive training distributed over a five-week period just prior to the cut.

This statement—"cheerful spirit inspires confidence"—could be elaborated into an entire volume, reciting the splendid response which our Seattle girls made to this training program, accepting temporary changes, hours, or offices in a



H. E. JORDAN STANDING AT SELECTOR FRAME, RAINIER OFFICE, SEATTLE

cheerful spirit. Every traffic official, when he saw this alert and interested response from the operators, was willing to stake everything that the success of the cutover was a foregone conclusion.

We can not give individual credit to the many people who assisted in this training program. We have, however, been able to present elsewhere a picture of the corps of training instructors who handled this work. Every one of these girls says that her own pupils were the finest ever, and every one of the five hundred operators whom they trained is stoutly maintaining that her own particular teacher was the best of the crowd. Talk about team work! The training program was full of it.

The widely scattered location of the Seattle offices, the transfer of operators to the various training centers, and the replacement of these operators during the training period so that the regular service might go on uninterruptedly, presented a problem that would have been difficult to handle but for the fine response and coöperation of the operators themselves.

George Chalfant, an engineer of the traffic department, placed in effect this training course, and although he had his hands full, he states that Miss Operator



CORDLESS "B" BOARD—SPECIAL SERVICE OPERATORS, SEATTLE

performed in a manner that made his job comparatively easy.

Of the twelve hundred operating employees, five hundred received special training. All were given instruction in the use of the dial.

Systematic class instruction of commercial employees began November 13, 1922, with J. E. Parrott ably in charge of classes using text specially prepared by W. E. Allen, an engineer of the division commercial department. Eight different classes covering half-day periods of from eleven to fifteen days were attended by a total of eighty-two employees. In addition to the class instruction, which closed January 25, 1923, three hours of special lecture work were given to ten division stenographic employees and sixty ledger and billing clerks, district revenue accounting department. Altogether, including classes and lectures, 152 commercial employees received instruction. The teaching and the lectures were given with great care and proved of definite value.

From the inception of the project to its realization, the program of preparing the Seattle public generally, and the subscribers in the three office areas particularly, required exhaustive and extensive work. This program included special directory issue, newspaper publicity, individual letters to subscribers, personal

calls and demonstrations, special pamphlets of printed instructions, public demonstrations, and moving picture film in schools and theaters within the particular districts concerned.

In a trifle more than three weeks (February 5 to February 28) the "flying squadron," organized and directed by the plant department, visited 11,055 stations and gave instructions in the use of the dial to 29,713 persons. Under the immediate supervision of R. C. Dillingham, chief clerk to the superintendent of maintenance, assisted by P. J. Hoffstrom, J. F. Kuehnert, and R. S. Reaney, eighty men drawn from all departments were assembled and coached for one week as instructors before going out into the field.

This job was well and thoroughly done under unforeseen difficulties because a snowfall of unusual depth and duration made travel exceedingly laborious and uncomfortable, especially in the residential districts. Traffic since the cutover demonstrates the effectiveness of the work of the flying squadron.

After completion of the flying squadron work, the traffic department, with a force of twenty-four operators under Miss Tut-hill at Melrose, eighteen operators under Miss Christie at West, and twelve operators under Miss Roccia at Rainier, called all subscribers in the three respective



machine switching districts to make a final check as to the preparedness of all stations for the cutover. Miss Skirls, principal of the operators training school, had general supervision of this calling work.

General preparation of the public as a whole for the introduction of the new service rested with the commercial department. As a feature of this preparation it issued a pamphlet of instruction, approved by the traffic and plant departments, on the use of the dial, which was left by the flying squadron members with each machine switching subscriber.

The pamphlet, however, was but an incident of the program beginning with the telephone directory of May, 1921, which, in anticipation of machine switching requirements, marked the change from a three-column to a four-column book; capitalized the first two letters of the prefixes; prefixed zeros to all numbers below 1000 (involving the change of 10,000 numbers); changed Ballard central office name to Sunset, and Queen Anne to Garfield.

The May, 1922, directory changed North central office to Melrose, Sydney to Glendale, and included other readjustments. These steps opened the way for the special issue of February, 1923, which embodied 4200 changed numbers in the Melrose, West, and Rainier districts. These changes became effective on the instant of the cutover at midnight March 3, and made it necessary to secure the coöperation of every telephone subscriber in Seattle.

This new directory had to be delivered in advance of the cutover. It was not to be used prior to that hour. After midnight, March 3, it had to be used exclusively throughout the entire city and the old directory thrown aside. The old book could not be collected when the new one was left on the premises because it must continue in use until the cutover. This problem was solved by a carefully worked out schedule. The new directories were sealed with a wide paper band on which were printed instructions that the seal must not be broken and the book must not be used until midnight Saturday, March 3. The reason was briefly stated in type.

With the responsibility of the use or

misuse of the directory resting upon the subscriber, with the danger of resulting confusion in service, it became apparent that the newspapers and the public would need to understand the various steps before they were taken. As a means of accomplishing this, representatives of the different newspapers were advised in advance of the prospective program and were taken into the confidence of the company.

As a preliminary to the publicity and advertising designed to inform the entire community, representatives from the daily newspapers, taking one paper at a time, were shown through a machine switching office and through a manual office. Groups of weekly newspaper men were similarly entertained. They were all given frank explanation of the service problem involved. They were advised why announcements would have to be scheduled and followed with precision, as requested by the company, in order to prevent confusion both before and after the cutover.

All the newspapers thus consulted responded in a spirit of generous coöperation. The outline of the situation was given to them just a few days before the flying squadron began work in the field. Thereafter practically every newspaper item relating to the machine switching program was published as released by the company, either in the form prepared or closely following the facts given out. Even the humorous writers adopted a helpful tone.

In order to insure thorough understanding of what was being done, the company made liberal use of display advertising space. This advertising appeared in eight dailies (including one commercial, one student, and two foreign language publications) and in twenty weeklies (including some of general circulation, those within the particular machine switching districts, and four foreign language publications). The aggregate advertising space was almost 3800 column inches, equivalent to between 175 and 200 columns, or from twenty to twenty-five pages of an ordinary daily newspaper.

The reading material and illustrations in the news and editorial columns of the various papers aggregated the enormous



SEATTLE CHIEF DISPATCHER AND FORCE (BOTH PLANT AND TRAFFIC DEPARTMENTS)

total of 1354 column inches, the equivalent of more than sixty-seven columns, or eight full pages of an ordinary daily newspaper. In many weeklies and papers of smaller size, the number of pages would have been much larger.

Direct correspondence by letter was carried on by the commercial department, beginning the first of May, 1921, and thereafter, to all whose numbers or prefixes were changed. Subsequently, letters went to all subscribers with dial telephones, advising them of the approaching visit of the flying squadron demonstrator; to all subscribers whose numbers were changed in connection with the cutover; to subscribers whom the flying squadron instructors failed to reach, requesting them to notify the business office when it would be convenient to have a demonstrator call, or to call personally at the business office themselves. After the traffic department's final canvass by telephone, subscribers not reached in that way were again advised by letter of the exact time of the cutover.

One of the successful auxiliaries in the demonstration work was the development of a moving picture film graphically and correctly illustrating how to place a call over the dial telephone. The action was performed by an attractive young lady. The film was shown before several school assemblies and at regular performances of six moving picture theaters, all but one of which were within ma-

chine switching areas. The film was clear, interesting, and successful, and was closely followed by the audiences.

In the districts served by the Melrose, West, and Rainier central offices, demonstrations were conducted by the commercial department in twenty-one public schools. A specially constructed and enlarged reproduction of the dial, about one foot in diameter, which could be held in the speaker's hand and seen easily by an entire assembly, was a feature of the equipment in these lectures on the method of using the dial. At eleven of the schools, including three high schools, the moving pictures were also shown in addition to this program.

Demonstration sets of the dial telephone were connected with a machine switching central office and installed in the business office at Third Avenue and Seneca Street, where the public was invited to receive instruction. The enlarged demonstration reproduction of the dial used before school children also proved valuable in the business office to which many people were attracted.

Actual demonstration in operating the dial was given prior to the cutover, individually or before audiences collectively, to the following number of people:

Flying squadron visit to premises.....	29,713
Callers at business office.....	4,000
Children at schools.....	7,675
Moving picture audiences.....	35,600

Total76,988



These figures do not take into account those reached through newspaper columns, direct correspondence, or telephone calls from the traffic department.

With the dial telephone in operation, the collection, summarization, and analysis of data pertaining to the cutover from a traffic standpoint was in itself no small job. The general traffic department direction of machine switching observing, cutover records, analysis of the various types of traffic, etc., was in the hands of M. F. Pugh, division traffic supervisor, and J. P. Collins, traffic inspector. These records, taken hot from the firing line, were used to substantiate the adequacy of the equipment, the performance of the operating forces, and the subscribers' reactions to the new service.

There were many amusing incidents pertaining to the cut. Sunday and Monday, of course, were days of thousands and thousands of curiosity calls, and in the first few days after the change Mr. and Mrs. Subscriber and all the little Subscribers dialed and dialed again until they became proficient. After having convinced themselves that the "new telephone really worked," they proceeded to broadcast this information to all of their friends in all parts of the city. Several of them dialed incorrectly at first. These calls landed, eventually, before some special service observer who courteously explained to the subscriber just where he had erred in dialing.

District Plant Chief Don J. Lundy organized maintenance forces, conducted the "dress rehearsal" when the maintenance forces practised in the offices under actual working conditions. He also supervised the performance of the cutover, which took place without confusion and without slip.

W. E. Hunting prepared the plans of the actual cut. Associated with him in this preparation and in dispatching the various operations on the night of March 3 were A. E. Thompson, Ted Hewitt, and L. H. Osthoff.

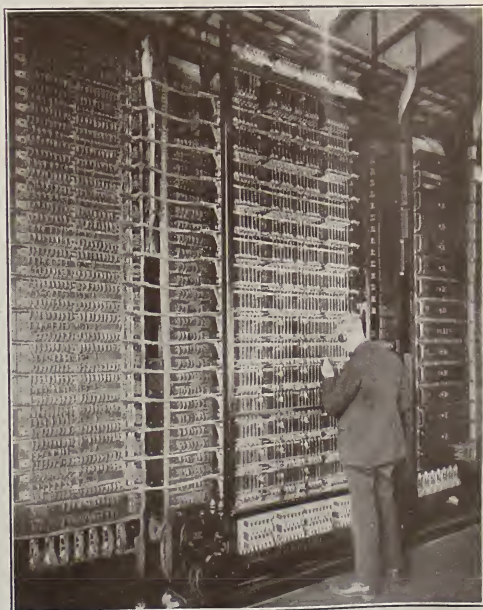
J. C. LeCrone, district equipment foreman, and his associates, L. S. Woodring and W. E. Steele, together with their efficient crews, installed P. B. X. switchboards for use in testing the new equipment; also temporary sender-monitor positions, intercepting tables, and other

associated equipment incident to handling the abnormal traffic of the first few days of service.

Thomas L. Procunier, maintenance supervisor, established the new system of records and routines with such thoroughness that the records on the equipment performance were at once readily obtainable. Mr. Procunier had acted as analyst during the acceptance test of panel machine equipment, coöperating with the Western Electric Company in reducing the equipment error figure to a point satisfactory to the telephone company.

C. E. Rogers, equipment engineer, San Francisco, contributed largely toward the final result in both advisory and active capacities during the many months he was stationed in Seattle prior to the cutover. His assistance is enthusiastically acknowledged by the plant force.

J. W. Hull, chief foreman of instrument installation, and his corps of efficient employees replaced approximately 12,000 subscribers' instruments in Melrose, West, and Rainier offices with dial telephones designed to operate under the machine switching method. With the permission of subscribers, instruments were relocated where necessary to throw proper light on the dial. Essential repairs were at the same time made to inside wiring.



LINE FINDER FRAME, SEATTLE—B. F. MARSHALL IN FOREGROUND



Many distinguished visitors were present. Some of them had been for weeks giving assistance in advisory and consulting capacity. Prominently among those in Seattle on March 3 were the following:

The Pacific Telephone and Telegraph Company—

J. C. Nowell, vice president and general manager.

C. W. Burkett, chief engineer.

J. H. Corcoran, general superintendent of traffic.

D. P. Fullerton, general superintendent of plant.

J. H. Mitchell, engineer of machine switching problems.

J. W. Powell, engineer.

F. Prince, engineer.

M. L. Stannard, supervisor of rates.

N. Wigton, assistant to general manager.

R. E. Wolfe, traffic engineer.

D. E. Wiseman, equipment engineer.

H. B. Van Etten, engineer.

M. R. Sullivan, engineer.

J. K. Maxwell, engineer.

N. R. Powley, division commercial superintendent.

C. E. Hickman, division commercial superintendent.

Carl Whitmore, division superintendent of plant.

C. B. Allsopp, division superintendent of traffic.

O. Hoff, division plant engineer.

G. L. Larson, superintendent of maintenance.

V. W. Russell, division equipment engineer.

W. C. Barbour, superintendent of maintenance.

C. P. Toussing, superintendent of maintenance.

The American Telephone and Telegraph Company—

L. A. Dolan, engineer service observing.

W. D. Sargent, engineer operating practice.

A. E. Van Hagen, engineer machine switching cutover methods.

L. R. Mapes, engineer engineering and operation.

Western Electric Company—

W. H. Matheis.

L. H. Pflanz.

A. W. Horne.

R. H. Harper.

E. L. Stephens.

J. L. Senecal.

C. J. Hurley.

W. F. Rowald.

A. E. Gerard.

J. J. Foley.

Puget Sound Telephone Company—

W. N. Winter, president.

C. M. Twelves.

In the final hours just before the cut, a meeting for the convenience of visitors and employees was held in the assembly room of the new Main office building. Prominent visitors were presented to the crowd and all listened to an interesting review of the Seattle machine switching project by F. E. M. Jones, supervisor of plant training, and witnessed the moving picture "How to Use the Dial Telephone."

A progress chart set up with lights graphically showing the old and new offices became a reality at the stroke of

twelve, when the lights went out in the old offices and came on in the new.

The traffic department had made generous provision of refreshments in the cafeteria on another floor in the Main building. During the interval between the early program in the assembly hall and the midnight hour, employees and guests, including a number of newspaper representatives, enjoyed this hospitality, which was efficiently served under the direction of Miss Dorothy Bubb, supervisor of dining service, who was fully equal to the occasion, although the crowd was just double the number anticipated.

By March 3 every arrangement and detail had been carefully planned, reviewed, tested, and rehearsed. The plan of the plant department alone, in form of operation sheets, comprised a thick volume. All operations were precisely timed and assigned to individuals held responsible for the respective duties of themselves and assistants. The cutover dispatchers of both plant and traffic departments were located side by side in the new Main office building. The work incident to the cut was dispatched from a special switchboard.

The plant organization consisted of a chief dispatcher, one sending dispatcher, two receiving dispatchers, and several clerks. At the various offices affected, plant supervisors and assistants were stationed with sheets of the operation for which they were responsible. Each man knew the exact minute and location at which he was to report. Supervisors were in touch with the dispatching board by private lines.

The traffic organization was in charge of Traffic Dispatcher R. D. March, in command of traffic men assigned to each central office to keep in touch with trunk transfers, unusual conditions, congestions, and emergency calls during this period. Special observers were also on duty at midnight to get a first flash of the manner in which the system handled the traffic.

Beginning at 3:30 p. m. March 3, the final work began by the cutting of trunks into the new offices as these trunks were released by the traffic department.

Until 11:45 p. m. this work continued steadily on trunk after trunk. By that time it had progressed until the only



thing left was to cut the old offices dead and the new offices into service. This was done by pulling heat coils in two offices, cutting jumpers in another office, and pulling the cut-off relay tools in the new offices.

At 11:51 p. m. the word was given "Post your men." The actual time consumed by the rapidly following operations of cutting the old offices dead and the new offices into service was exactly six minutes. Four hours were required for the cleaning-up process in making the new offices ready for the expected heavy traffic, which in fact did assume such proportions that no one was disappointed in having made an underestimate.

The splendid coöperation of the public in the use of the old directory up to midnight March 3 and the new directory immediately thereafter was a most effective contribution to the success of the undertaking from a service viewpoint. The ready response of subscribers to the use of the dial and the care exercised by most of them in its operation was a source of gratification.

The story of the introduction of machine switching in Seattle would not be complete without expressing appreciation of the valuable assistance rendered by A. H. Moraweck, A. E. Van Hagen, D. Sargent, and L. R. Mapes of the American Telephone and Telegraph Company, and the coöperation of J. J. Foley, D. N. Taggart, and H. J. Hill of the Western Electric Company. Recognition and appreciation is also given for the able assistance

rendered by the various representatives from all departments of our general office organization. Our vice president and general manager, J. C. Nowell, expressed his appreciation of the most excellent manner in which the job was handled and congratulated the organization on its splendid accomplishment. Like expression of appreciation and congratulations were received from visiting representatives of the American Telephone and Telegraph Company and other visiting officials of our company.

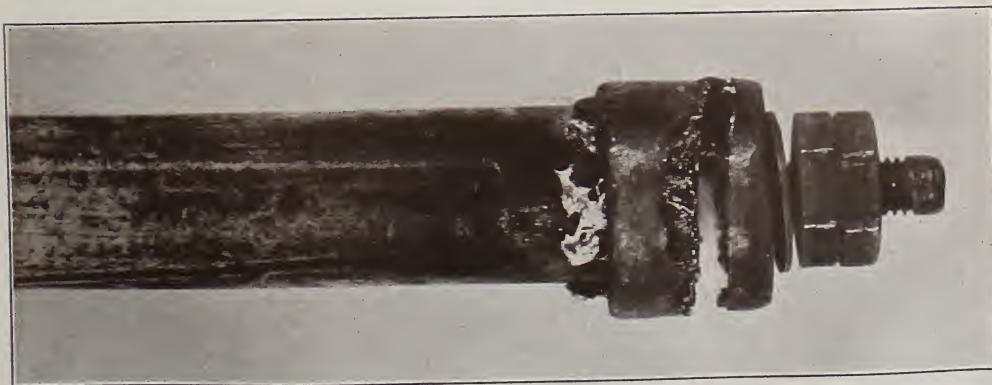
The unqualified success which the Seattle cutover has proved to be by experience with the new equipment since its introduction March 3 was only made possible by the overwhelming interest and coöperation of all employees concerned. They may well be proud of their work and the result.

Our Cover Design This Month

The beautiful Campanile, located on the campus of the University of California at Berkeley, is depicted on our cover this month through the courtesy of Manager B. A. Glover of that city.

This magnificent bell tower, containing a set of fine-toned English chimes, was a gift of Mrs. Jane K. Sather, whose bequest of a quarter of a million dollars made its erection possible.

There are two telephones in the Campanile, connected with the university switchboard; one is in the elevator cage and the other is in the office of the master of the chimes.



This is an enlarged photograph of a fuse showing the result of an electric storm at Sutter Creek, Amador County, Cal., January 13, this year. Lightning hit the telephone wire and put the whole line out of service, a four-party residence line. Three instruments had to be replaced but the instrument in the house, in which this fuse was located needed very little attention. None of the other fuses was damaged.



Portland Telephone Boys Hosts to Local and National Electrical Associations

Members of the Portland section of the American Institute of Electrical Engineers and the National Electric Light Association were guests of the telephone company at Portland on the evening of Tuesday, February 20, about 150 being present.

The affair consisted of a few short talks given in the employees' clubroom, followed by a trip through the Broadway Building, where the new telephone and telegraph carrier, as well as the machine switching and call indicator equipment, were on exhibition. Carl Whitmore, division superintendent of plant, introduced each of the speakers in turn with appropriate and witty remarks.

Fred Spoeri, Portland manager, stated that in connection with the recent cut-over to machine switching the commercial department was responsible for educating the public in the use of the new type of instruments. This was done by

means of demonstrations carried on in fifteen schools in the affected areas and by newspaper publicity which was started more than a year prior to the date of the actual cutover. The commercial department was also responsible for the correct listing of 100,000 changes in the directory, which were checked so carefully that practically no errors occurred.

Traffic Engineer G. P. Nock gave an idea of the amount of instruction necessary to train a force of operators in machine switching methods. Instruction was given to nearly 1000 different operators, who received a total of approximately 10,000 hours of instruction, scattered over a period of two months. Fifty-seven instructors were used in this work, which was carried out with the aid of sixteen special training positions in the operating rooms and thirty-five regular operating positions specially modified for training purposes.



ON THE EVENING OF MARCH 15 AT OAKLAND A DELIGHTFUL COSTUME PARTY WAS GIVEN BY OUR LONG-DISTANCE GIRLS



The plant department was represented by the three engineers—equipment, plant, and transmission. V. W. Russell, division equipment engineer, startled his hearers by stating that if any one of the six million soldered connections in the central offices had been at fault in any way the cutover could not have been successfully carried out.

Division Plant Engineer O. C. Hoff gave some idea of the extent of the present outside plant in the Portland exchange. He stated that there were approximately 170,000 loop miles of wire in underground cable and about 75,000 more in aerial cable. In addition, there are nearly 9000 loop miles of open wire, which, together with the aerial cable, are supported on approximately 38,000 poles. There are some 34,000 local lines, about 70,000 local telephones, served from twelve central offices, and which originate approximately 475,000 local calls per average business day. He mentioned also that there are 175 long-distance lines terminating in Portland, over which are handled approximately 9000 toll calls (both ways) per average business day.

The next speaker dealt with a subject entirely distinct from the cutover, the various phases of which had been covered in the earlier talks. The operation of the carrier telephone system now in service between Oakland and Portland was described briefly by L. L. Phillips, division transmission engineer, who showed by means of a large chart how the ordinary telephone and telegraph facilities were kept separate from the carrier telephone circuits imposed upon the same wire.

The meeting then adjourned to the Broadway Building, where the visitors were divided into groups of five or six and routed to the various floors in turn under the direction of telephone employees who acted as guides. In addition to these guides, there were numerous telephone specialists stationed at various posts who explained briefly to the various groups of visitors the function which each of the many kinds of apparatus is designed to perform.

The guests inspected the toll switchboard, toll testroom, operators' school, the new Bracon machine switching office, local terminal room, Broadway manual office (including call indicator equip-

Page Thirteen



THE FULLERTON BOWLING CUP

Teams representing the plant department's five divisions will contest on the evening of April 24, in a telegraphic bowling contest, for possession of the handsome silver trophy cup donated last year by General Superintendent of Plant D. P. Fullerton. Five bowlers will represent each division and the contest gives every indication of being a close one this year. Last year the Coast Division boys copped the prize and, of course, will make every effort this year to retain possession. Oregon, Inland, Washington and Southern division plant men are watching this contest very closely and no doubt there will be some thrilling finishes in the bowling race.

ment), and last, but not least, the cafeteria. A midnight supper was served by the traffic department while the guests were further regaled with several musical numbers sung by Miss Jennie Clow and Miss Avis Olsen of the commercial department, Mischa Peltz of the Orpheum orchestra acting as accompanist.

The officers and members of the A. I. E. E. and the N. E. L. A. were pleased with the success of this session.

A good way to get on your feet is to forget to look at your gasoline.—Exchange.



Memorial Fund to Alexander Graham Bell Will Continue His Work of Teaching the Deaf

To the Employees of the Bell System:

The Clarke School for the Deaf at Northampton, Mass., is raising a fund for the support of the school to be known as the Alexander Graham Bell Fund of Clarke School for the Deaf.

Professor Bell was a teacher in this school, where he first met Mrs. Bell. His work there led him to the studies which produced the telephone. He was president of its board of trustees at the time of his death, and the fund seems to me to be a very suitable memorial to him. This is not a company matter. It is a personal matter. Our life work is in an institution which grew out of the product of his mind.

I was glad to have my attention called to this fund and take this means to call it to your attention. If you want to make a contribution, send it to Calvin Coolidge, chairman endowment committee, Clarke School, Northampton, Mass., and mention that fact that you are a telephone employee.

H. B. THAYER.

The Clarke School for the Deaf, founded in 1867, is in Northampton, Mass. To this school Alexander Graham Bell came as an instructor in 1872—four years before the invention of the telephone. His interest in the institution he retained throughout his life, serving it as a trustee from 1898 and as president of the board of corporators from 1917. To its support he made many substantial financial contributions, as did the family of Mrs. Bell,

two of the school's buildings having been erected in memory of her father and mother.

In order that the work of the school on behalf of the deaf may be continued and extended, an endowment fund of \$500,000 is being sought—the first public appeal the school has made since it was founded fifty-five years ago. The Honorable Calvin Coolidge, Vice President of the United States, himself a resident of Northampton, is chairman of the endowment fund committee.

In appreciation of Doctor Bell's interest in the subject of work for the deaf in general, and in the Clarke School in particular, it is proposed to raise \$100,000 of this amount as a memorial to him.

The Clarke School has often been called "The Mother of the Oral Method." In teaching the deaf through lip-reading and instruction in use of the voice it was the pioneer and has always been the leader. Its purposes are two-fold—the instruction of deaf pupils and the training of teachers, themselves able to hear and speak, who can carry on work among the deaf in other institutions, public or private.

The widespread influence of the school is best illustrated in the normal department, graduates of which are now teaching the deaf in fifteen private and sixty-five public institutions in forty states and four foreign countries.



HUBBARD HALL, CLARKE SCHOOL FOR THE DEAF, IN NORTHAMPTON, MASS.



Winter and Summer They Reported for an Attendance Record of 100 Per Cent

Do you remember those dark, cloudy mornings when it seemed like a shame to get up? Do you remember that after the alarm clock had alarmed you decided that your state of health was rather precarious?

This has happened to some of us. The writer knows from personal experience. Of course, these cases are rather rare; most absences are for unavoidable reasons. But, be that as it may, there were twenty-one Seattle traffic employees who completed a year's work without a single case of absence. One hundred per cent attendance! Not absent one single day! The twenty-one young ladies pictured on this page have been at their posts every day that they were scheduled to work; through winter storms and summer heat they have made their way to the central office to do their part in handling the telephone traffic of the city. Others might falter, but the faithful twenty-one kept right on until by December 31, 1922, we were able to write 100 per cent attendance after each name.

Many others have nearly equaled this record; some have been out only one or two days throughout the year and are due all credit for this showing. But the line must be drawn somewhere, and therefore we present these twenty-one Seattle young women as striking examples of the old saying that "being everlastingly on the job beats a rabbit's foot for luck," and you will no doubt agree that a perfect attendance record will carry one farther in this world than would the hind foot of any bunny that ever hopped.

Telephone work is a public service and our duty to our patrons is of paramount importance. Courtesy, accuracy, and speed are the factors that must enter into first-class service. But back of all three of these prime factors in good service stands the reliability and promptness of the employees. Abnormal absentee conditions might have an adverse effect on service, just as they also serve to bring an added burden to those who have come on duty. Each of the twenty-one pictured has been the recipient of personal congratu-



THESE SEATTLE EMPLOYEES NOT ABSENT DURING 1922

Sitting, left to right—Minnie Taylor, Capitol office; Martha Hamill, Kenwood office; Faye Young, Melrose office; Agnes Donovan, Glendale office; Lillian Thall and Katherine Thornton, both of Elliott office.

Standing, first row, left to right—Catherine Wallace, Capitol office; Goldie Snyder, Laura Munson, and Ragnhild Jensen, Elliott office; Mary Robertson, Main office.

Standing, second row, left to right—Ardis Powers, Sunset office; Marie Steidle, Main office; Amanda Van De Vere, Sunset office; Vivian Smith, Garfield office; Elsie Nollan, Melrose office.



ALWAYS ON THE JOB

First row, left to right—Mrs. Jessie Kruse, East office; Miss Esther Ritter, West office.

Second row, left to right—Miss Sara McEachern, Kenwood office; Miss Kathryn Funnell, training school; Miss Martha Saunder, toll.

lations from the district traffic superintendent. All of the other Seattle operators have mingled their congratulations with those of the traffic officials. Incidentally, the other Seattle operators have all made a resolution that these twenty-one will not stand alone this year. Here's hoping that it will take two pages to present the pictures of all of the Seattle people whose attendance record is 100 per cent perfect in 1923.

Western Has Record Year

With total sales of \$210,900,000, the Western Electric Company in 1922 broke all its former records by a comfortable margin. This figure exceeds the record year of 1920 by \$4,800,000 and is \$21,100,000 larger than sales for 1921.

The orders received during the last three months of the year aggregated \$63,000,000, or \$5,000,000 more than the sales during the same period and the prospect for 1923 is a larger volume of business than in 1922. At the end of the year orders on hand amounted to approximately \$62,000,000.

On December 31, 1922, the number of employees on the company's payroll was 51,162. This figure compares with 45,243 at the end of 1921 and 39,650 at the end of 1920.

Spending the Day With Mother

During the recent Seattle snowstorm some incidents occurred that were very gratifying to our people. To recite in detail the number who experienced inconvenience and in some cases almost danger in getting to work, would make a roster to include practically every one who walked to duty. Instances are plentiful where our Seattle operators plowed through four to five miles of snow three feet deep in order to get to work. Many of the girls were several hours reaching the office. One young lady started out on the morning of the storm, walked nearly all that day, arrived at a friend's house, remained there for the night, and started out the next morning to the office. The attitude of the public was very satisfactory. Subscribers accepted occasional congestion good-naturedly. Miss Lynch of East office reports two interesting occurrences: A coal dealer in the East area called the chief operator's desk and said: "I have just received a telephone message from a family who thanked me profusely for getting some coal to their home through the storm. There was sickness in the house and the fuel was very much needed. It has just occurred to me that if it were not for the telephone and the part your girls played in getting that order to me I would not have been able to help this family, so I want you to know that you have done your share in helping out in this case, and I want you to share with me the thanks of these people."

Another party, a woman, called the chief operator to tell her as follows: "Chief operator, I have a husband and three husky sons who are home here with me today. They say they can not get to work on account of the snow. I have used your telephone all morning and every time I called I got a little girl to answer my call, whom I know must have walked to your office to work today through the snow. I just want to tell you in the presence of my family that I think your girls have more gumption than my men folks."

Don't waste too much time on slanders. If the postman stopped to fight it out with every little yellow cur that barked at him, he would never get his mail delivered.—Henry L. Doherty.



Employees Who Became Eligible for Service Emblems During March, 1923



Twenty-five Years' Service—

York, Orland D., Sacramento, Cal.
Phillips, W. J., Seattle, Wash.
Liter, Ernest E., San Francisco, Cal.
Smith, Nellie E., San Francisco, Cal.

Twenty Years' Service—

Clark, Evert F., Los Angeles, Cal.
Douglas, Delbert O., Los Angeles, Cal.
Hockett, Jennie, Los Angeles, Cal.
Minard, Charles A., Los Angeles, Cal.
Gray, Virgie E., Oakland, Cal.
Rowe, Nora I., Oakland, Cal.
Hallinan, Charles J., San Francisco, Cal.
O'Neil, Frank D., Seattle, Wash.

Fifteen Years' Service—

Johnson, William R., Los Angeles, Cal.
Kinser, Arthur R., Los Angeles, Cal.
Spencer, Fred B., Los Angeles, Cal.
Tickner, Beberly L., Oakland, Cal.
Rice, Sue I., Pasadena, Cal.
Baumann, George E., Portland, Ore.
Sarver, Carl L., Sacramento, Cal.
Curran, Elsie L., San Francisco, Cal.
Herridge, Charles, San Francisco, Cal.
McKinney, Florence B., San Francisco, Cal.
Peters, William, San Francisco, Cal.
Smith, Charles L., San Francisco, Cal.
Kitchen, Edward G., San Jose, Cal.
Beisell, Albert L., Seattle, Wash.
Taggart, William I., Seattle, Wash.
Glenn, Walter B., Selma, Cal.
Skhain, Mae, Stockton, Cal.
Carlson, George C., Tacoma, Wash.

Ten Years' Service—

Anderson, Bernice, Glendale, Cal.
Colton, Hazel, Glendale, Cal.
Wesley, Helen E., Glendale, Cal.
Jorgensen, Dora A., Hayward, Cal.
Bedwell, Bessie, Los Angeles, Cal.
Cherrington, Veva, Los Angeles, Cal.
Gottleber, Elsie, Los Angeles, Cal.
Heere, Bertha, Los Angeles, Cal.
Maure, Marie, Los Angeles, Cal.
Ormsby, Etta M., Los Angeles, Cal.
Person, Helen V., Los Angeles, Cal.
Platt, Gertrude E., Los Angeles, Cal.
Stember, Mollye, Los Angeles, Cal.
Tegler, Fay H., Los Angeles, Cal.
Ligda, Agnes E., Oakland, Cal.
Little, Elizabeth M., Oakland, Cal.
McDaniel, Ada E., Oakland, Cal.
Buckett, Ethel, San Diego, Cal.
Cole, Camilla, San Francisco, Cal.
Dempsey, Claire M., San Francisco, Cal.
Hughes, Mary J., San Francisco, Cal.
Kenney, Ella F., San Francisco, Cal.
Lemaire, Marie J., San Francisco, Cal.
McMahon, Adele M., San Francisco, Cal.
Moynahan, Nora M., San Francisco, Cal.
Pierce, Rowena L., San Francisco, Cal.
Schalich, Theresa M., San Francisco, Cal.
Silveria, Mary E., San Francisco, Cal.
Smith, Celia F., San Francisco, Cal.
Sheehan, Mary A., San Rafael, Cal.
Rasmussen, Anna B., Sparks, Nev.
Melson, Eunice, Spokane, Wash.

Cantrell, Zella, Springfield, Ore.
Larson, Minnie, Tacoma, Wash.
Ducich, Clotilda, Vancouver, Wash.

Five Years' Service—

Jensen, Carmen, Bellingham, Wash.
Bradley, Ruth V., Chico, Cal.
Thorpe, Alice I., Escondido, Cal.
Duncan, Golda, Grants Pass, Ore.
Austin, Minnie, Los Angeles, Cal.
Blahut, Marie E., Los Angeles, Cal.
Bourne, Pearl, Los Angeles, Cal.
Chapman, Gladys L., Los Angeles, Cal.
Claybourn, Anna L., Los Angeles, Cal.
Cocke, Irene E., Los Angeles, Cal.
Dexter, Helen H., Los Angeles, Cal.
Hedrick, Grace M., Los Angeles, Cal.
Heim, Catharine A., Los Angeles, Cal.
Howard, Eva M., Los Angeles, Cal.
Kelley, Letitia A., Los Angeles, Cal.
Kistemaker, Bertha, Los Angeles, Cal.
Learned, Lolah J. M., Los Angeles, Cal.
Morris, Bessie, Los Angeles, Cal.
Rushing, Wilma J., Los Angeles, Cal.
Swanson, Dagmar B. F., Los Angeles, Cal.
Barlow, Margaret C., Oakland, Cal.
Hall, Beatrice I., Oakland, Cal.
King, Margaret, Oakland, Cal.
McAleese, Margaret, Oakland, Cal.
Molinengo, Lena V., Oakland, Cal.
Sheeley, Olive, Pasadena, Cal.
Moody, Irma H., Portland, Ore.
Mueller, Vern, Portland, Ore.
Hester, Ella M., Port Orchard, Wash.
O'Brien, Lena, Richmond, Cal.
Peachy, Carrie J., Sacramento, Cal.
Andrews, Mona, San Francisco, Cal.
Austin, Mattie, San Francisco, Cal.
Ayres, Inez A., San Francisco, Cal.
Conklin, Anna V., San Francisco, Cal.
Douglas, Theresa, San Francisco, Cal.
Drake, Evelyn I., San Francisco, Cal.
Hart, Helen, San Francisco, Cal.
Hickey, Rose, San Francisco, Cal.
Lindsay, Margaretta Q., San Francisco, Cal.
Moon, Mollie J., San Francisco, Cal.
Sullivan, Irene F., San Francisco, Cal.
Olivera, Emily C., San Leandro, Cal.
Moore, Audrey, San Pedro, Cal.
Donovan, Agnes, Seattle, Wash.
Minshall, Jeanette, Seattle, Wash.
Overa, Grace, Seattle, Wash.
Peterson, Sylvia, Seattle, Wash.
Wallace, Laurine, Seattle, Wash.
Jaycox, Marion B., Tacoma, Wash.
Kindelan, Esma M., Tacoma, Wash.

So It Goes

I never wore a dinner-coat,
Or anything that looked half-formal,
But every other soul I'd note
Was dressed in tweeds or serges normal;
I never went to an affair
In striped tie and suit of gray,
But every person who was there
Fooled me, and dressed the other way.

—Columbia Jester.



TENTH ANNUAL REPORT

OF THE

Employees' Benefit Fund Committee

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

SOUTHERN CALIFORNIA TELEPHONE COMPANY

BELL TELEPHONE COMPANY OF NEVADA

THE HOME TELEPHONE & TELEGRAPH COMPANY OF SPOKANE

FOR THE YEAR ENDING DECEMBER 31, 1922.

SAN FRANCISCO, March 15, 1923

To the Employees:

In compliance with the provisions of the "Plan for Employees' Pensions, Disability Benefits and Death Benefits," an audit of the receipts and disbursements of the Employees' Benefit Fund for the year ending December 31, 1922, has been made and a certificate of audit is submitted herewith.

There were twenty-five employees on the pension roll on December 31, a net increase of two during the year. The average pension paid was \$49 per month.

The number of cases of sickness which occurred during the year among employees eligible to benefits under the Benefit Plan was 2240 and the aggregate sickness benefits paid were \$170,710.31, of which \$110,962.00 was paid to operators in the traffic department.

In addition to the above sickness disability benefits, the following payments were also made from the Benefit Fund:

On account of accidental injuries to employees, \$91,358.33, including \$39,229.91 for medical attention, hospital care, etc.

Death benefits (not including accident cases) amounting to \$43,892.00 were paid to the wives or other dependent relatives of thirty-two employees; nineteen of whom had been in the service ten years or more, and thirteen, five years and under ten years. Burial and other expenses, amounting to \$1,212.00, were paid for five employees who left no dependents; making the total payments on account of death of employees \$45,104.00.

The total amount of payments from the Employees' Benefit Fund during the year was \$329,749.32, not including the expense of administration of the Benefit Department, which was not paid from the Benefit Fund. The number of cases in which benefits under the Benefit Plan were paid during 1922 was 4372. The average number of employees of the Company was 23,227.

Financial assistance, amounting to \$10,805.00, was also given in 62 cases of disability which did not come wholly within the provisions of the Benefit Plan.

During the past ten years the total expenditures from the Benefit Fund have amounted to \$1,777,327.32, covering payments in 22,631 cases of disability.

The committee appreciates the coöperation of the employees responsible for the forwarding of necessary reports of sickness and accident disability, as it is the committee's desire that benefits be paid to employees with as little delay as possible.

EMPLOYEES' BENEFIT FUND COMMITTEE,

B. C. CARROLL, *Chairman*.

T. V. HALSEY, *Secretary*.

EMPLOYEES' BENEFIT FUND COMMITTEE

B. C. CARROLL, *Chairman*,

J. C. NOWELL,

F. C. PHELPS,

D. P. FULLERTON,

J. H. CORCORAN.

T. V. HALSEY, *Secretary*,

H. MATTHIESEN, *Assistant Secretary*,

210 Post Street, San Francisco.



195 Broadway,
New York.

Certificate of Audit

To the Employees' Benefit Fund Committee of The Pacific Telephone and Telegraph Company, Southern California Telephone Company, Bell Telephone Company of Nevada, The Home Telephone & Telegraph Company of Spokane.

Pursuant to appointment and in accordance with the provisions of the "Plan for Employees' Pensions, Disability Benefits and Death Benefits," I have audited the Employees' Benefit Funds of the above named companies for the fiscal year ending December 31, 1922, and submit the following combined report:

EMPLOYEES' BENEFIT FUND—YEAR 1922

Credit Balance in Fund, January 1, 1922...\$500,000.00
Credits during the year 1922:

By interest at 4%.....	14,061.79
Additional Appropriations.....	315,687.53

Total Credits.....\$829,749.32

Disbursements during year 1922:

For Pensions	\$ 14,180.08
Accident Disability Benefits.....	51,570.12
Sickness Disability Benefits.....	170,710.31
Death Benefits	54,187.40
Disability Expenses	39,229.91
State Insurance	558.30

Total Disbursements.....\$330,436.12

Less Reimbursements from Other System
Corporations—Credit

686.80

Net Disbursements.....\$329,749.32
Balance in Fund December 31, 1922.....\$500,000.00

I hereby certify that the credits and disbursements, as above summarized, do, in my judgment, conform to the provisions of the Plan adopted, and that all the disbursements have been authorized by the committee and receipted for by, or on behalf of, the payees.

(Signed) R. B. DARLING,
Traveling Auditor for
American Telephone and Telegraph Company.

February 19, 1923.



Activities of the San Francisco Telephone Rifle Club

The Indoor Small Bore Rifle Team of the San Francisco Telephone Rifle Club recently completed competition in the "Civilian Match" of the National Rifle Association. This match called for a five-man team, shooting two targets weekly for a period of four weeks. One target each week was at the prone position, and one at the sitting, kneeling, and standing positions, respectively, with choice as to the latter positions for the fourth week. The team scored a total of 3612 x 4000. The individual scores follow:

	1st Week			2nd Week			3rd Week			4th Week			Average	
	Pr.	Sit.	Total	Pr.	Kn.	Total	Pr.	Stg.	Total	Pr.	Sit.	Total	Total	age
R. L. Jones.....	98	96	194	98	92	190	97	76	173	97	97	194	751	93
C. H. Baldwin.....	99	92	191	96	90	186	97	83	180	86	91	177	734	91
A. B. Furnas.....	97	85	182	96	84	180	95	81	176	98	91	189	727	90
Wm. McGuffey.....	83	93	176	94	62	156	99	75	174	93	92	185	691	86
W. W. Maybeck.....	97	98	195	195	97
D. G. Peacock.....	95	87	182	96	89	185	367	91
H. L. Phinney.....	98	49	147	147	73
Total.....	925			897			850			940			3612	90

The club's average was slightly over 90 per cent, with Messrs. Jones, Baldwin, and Furnas winning "90 per cent" medals. The high individual scores at the different positions were as follows:

McGuffey, prone.....	99 x 100
Maybeck, sitting.....	98 x 100
Jones, kneeling.....	92 x 100
Baldwin, standing.....	83 x 100

The regular March shoot of the club was held over the Fort Barry range on Sunday, March 4, with eleven members participating. The weather man provided the finest type of weather and the shoot was a decided success. Army course "A" was shot and all members but two completed the course. The scores made were not high, but the fact that of those finishing the course only three failed to qualify is a very creditable showing. Henderson lost out by three points, while Orr, deRutte, and Monson were participating in their first shoot with the club. Scores:

	200	200	300	300	500	500	600	Total	Rating
	Slow	Rapid	Slow	Rapid	Slow	Rapid	Slow		
R. L. Jones.....	40	48	43	44	42	46	44	307	Expert rifleman
C. H. Baldwin.....	44	48	39	45	44	43	43	306	Expert rifleman
W. W. Maybeck.....	38	48	37	48	47	42	43	303	Expert rifleman
A. B. Furnas.....	33	46	36	37	44	46	41	283	Sharpshooter
Wm. McGuffey.....	38	37	33	39	39	33	36	255	Marksman
J. Moran.....	24	28	41	41	28	41	37	240	Marksman
E. Henderson.....	36	43	44	46	26	25	17	237	Unqualified
Geo. Orr.....	21	17	32	23	30	42	36	201	Unqualified
H. P. deRutte.....	27	16	..	41	27	30	..	141	Did not finish
W. Monson.....	10	39	33	10	27	8	4	131	Unqualified
M. Barton.....	28	24	..	8	15	36	10	121	Did not finish

On March 18 the California Rifle and Pistol Association held an individual long-range and a novice short-range match over the Leona Heights course. Our club entered a novice team, but was unable to compete due to failure of a sufficient number of shooters to attend. Those reporting competed as individuals in the novice match at the 200- and 300-yard ranges. A. B. Furnas turned in a score of 105x150 and William McGuffey a score of 102x150. The long-range match at the 600- and 1000-yard ranges

resulted in scores for the club members competing as follows:

R. L. Jones.....	135 x 175
C. H. Baldwin.....	131 x 175
W. W. Maybeck.....	117 x 175
F. C. Emery.....	107 x 175

A gusty wind, varying in strength from five to twenty miles per hour, directly across the range made it very difficult to gauge shots, and high scores were conspicuous by their absence. The accompanying cut shows a view of the Leona Heights range from the 600-yard firing line, and incidentally a few of our members participating in the match on this occasion.

The next match of the California Rifle and Pistol Association will be held over the Leona Heights range on Sunday, April 15, on which occasion the Navy Cup will be competed for and our club will enter a team. Practice for this match will be held at the club's regular monthly



CALIFORNIA STATE RIFLE RANGE, LEONA HEIGHTS, FRUITVALE
Left to right—A. B. Furnas, William McGuffey, R. L. Jones, C. H. Baldwin.

shoot at the Fort Barry range on Sunday, April 8. Notices of this shoot will be sent to all members and it is expected that we will have a good attendance.

Following April 8, regular club shoots will be held on the first Sunday of each month over the Fort Barry range. All interested in military rifle shooting are urged to attend these shoots. Do not hesitate because of inexperience, for you will be furnished with a rifle and ammunition and given instruction which will develop you into a shooter, and once a shooter you will develop yourself into an enthusiastic "fan." Free transportation to the range is provided by boat, leaving the government dock at the foot of Van Ness Avenue, San Francisco, at 9 a. m. The only expense attached to the club shoots is a nominal amount sufficient to defray marker's fees. Bring your own lunch, as there is no provision made for meals at the range.

Telephone Book Football Team

The season for picking all-star football teams is recalled, and wound up, by a selection which recently appeared in Grantland Rice's department, "The Sport Light," in the New York *Tribune*. The cast is selected from the New York telephone book by Fred Thomas, who backs it against the field, and Mr. Rice presents it with the comment that "this seems to

be the last and greatest of the all-star casts." The selection runs:

Right end, William H. Fleet, East Thirteenth Street.

Right tackle, Rudolph Grab, Central Park West.

Right guard, T. W. Hold, Cortlandt Street.

Center, E. M. Plump, Park Avenue.

Left guard, Shirley Guard, West Fortieth Street.

Left tackle, William Tackler, Edgewood Road.

Left end, John Speed, Barnes Avenue.

Quarterback, B. Signal, Prospect Avenue.

Right halfback, Cecil F. Shallcross, William Street.

Left halfback, C. L. Lightfoot, Reade Street.

Fullback, Fred Buckner, Courtlandt Avenue.

Officials—Benny Square, Amsterdam Avenue, referee; Arthur R. Rule, West Street, umpire; linesman, Frederick A. Yard, Broadway; timekeeper, Emil Timer, West 215th Street.

Trainer, C. Mark Drinkwater, Rider Avenue.

Coach, J. Eddie Wise, West 140th Street.

Cheer leader, Charles H. Bellows, Cedar Street.—*Literary Digest*.



THE PACIFIC TELEPHONE MAGAZINE

*Published monthly at
San Francisco for the benefit of its employees
by The Pacific Telephone and
Telegraph Company*

B. C. CARROLL - - - - - EDITOR
WALTER A. FOLGER - - - - - ASSISTANT EDITOR
Shreve Building, San Francisco, California

"No Trespassing"

THESE ARE THE DAYS when nature is putting on her best dress and beckoning through the open windows. The wild flowers, the trees, and the hills all are breathing their silent but eloquent invitation.

It is probable that the week-ends for the next few months will see the head of the house cleaning up the flivver, bus or boat—whatever it may be called; then in the tonneau goes the Mrs., the children, and the lunch baskets; then a few hours in the open and the return with healthy fatigue and in better shape for work.

There is one suggestion which comes to us in connection with these holidays, and that is the idea should be constantly carried in mind that we should not deface or mar the little nooks or the shady spot under the trees where probably, in a technical way, we are trespassing upon some one's property. The ordinary citizen is generous and is glad to see faces happy in anticipation of enjoyment away from the confines of city or town. Put yourself in the place of the owner of the land, who probably takes pride in the neatness of his possessions, after the Sunday of some merrymakers under his trees. What does he frequently find? Probably a couple of hundred pages of the various sheets of the Sunday newspapers scattered hither and thither by the wind and partly concealing a mass of eggshells, banana skins, chicken bones, sardine cans, and crusts of bread. With such experience repeated, can he be accused of grouching or surliness if he puts up a "no trespassing" sign over a barbed wire fence behind which he may maintain a bulldog of unfriendly features?

How would you like to have the country dweller come to the city and hold a barbecue on your front lawn? You would probably telephone for the police or

turn the hose on your visitors. Not long ago we attended a picnic, and at its conclusion were amazed at the care and effort made to clean absolutely every vestige of the luncheon from the ground. We immediately suggested that there must be some particular farmer who owned the land. The answer was that the farmer was not concerned, that the fear was of the automobile association of that section, which made rules for the enforcement of cleanliness and followed up the work of their inspectors by prosecutions of such severity that an offense was seldom repeated.

Here, again, the golden rule is the solution. When you go into the country leave your camping spot or picnic ground in the shape you would like to have it left if you were the owner. This seems unimportant, but our territory offers such a wealth of beauty in the appeal of the great outdoors that it behooves every one of us to retain that beauty as far as possible. A good example will be followed by others, and if these suggestions are carried out it will mean a better and neater environment for our outdoor pleasures and the satisfaction of having done the right thing.

Power

WHAT IS POWER?

Not thunderous lightning searing leaden skies with vivid streaks of white-hot fire nor moaning winds lashing the seas into a maelstrom of spume and froth-flecked hills and vales.

That is Violence. A manifestation of power, true, but power without restraint—enraged elements venting their mad fury.

But there on the storm-tossed waters rides the man-made vessel of steel and iron and wood. Close reefed, her nose pointed into the teeth of the gale, her engines turning over just enough to keep her headed into the storm, she defies the tempest. The mariner will tell you that she is "hove to" to ride out the storm.

That is POWER!

Without a directing brain her powerful engines encased within the hull of steel would represent latent power and under the smashing blows of sea and wind her crushed and broken hulk would go sliding into black oblivion.



But that directing brain, causing her to face her elemental enemies and to conserve her energies until some part of their power is spent, makes her a powerful thing—powerful enough to defy the furious elements.

So it is with us.

Within each of us there lies some measure of power. Misdirected power, it may be, causing us to beat futile arms against a wall of hard conditions. Or it may be latent power undirected, unexpended—lacking only the directing brain.

Direct that power! Search out the way you would go, determine the goal you will achieve, then point the nose of your ship into the teeth of the elements and make progress. And if it be that storm and stress would make futile your present efforts, heave to! And when the storm has passed, push on! Be the captain of your destiny!

But, before you take your departure for that golden port in the distant future, know that regardless of how much power you exert, if you do not establish a definite port of destination, you can expect never to arrive.

G. H. M.

McNally a Bank Director

Division Commercial Superintendent Frank McNally has recently been made a director of the Farmers and Mechanics Bank at Sacramento, division headquarters for our company where Mr. McNally resides.

In speaking of Mr. McNally's election to the directorate of the bank, and after commenting upon his career with the telephone company since his beginning in 1893 in San Francisco, the Farmers and Mechanics Bank said: "Intelligent energy well directed and applied pays big dividends in the game of life. This is well exemplified by the business record of F. L. McNally, division commercial superintendent of The Pacific Telephone and Telegraph Company and director of the Farmers and Mechanics Bank. Mr. McNally has been in the service of the telephone company for a period of thirty years—a long time for an employee to remain in one company's service. Mr. McNally's long service and his rise to a high executive office proves two things—one that Mr. McNally took a deep interest in the affairs of the company and the

other that the company in turn took a correspondingly deep interest in Mr. McNally."

We offer our congratulations to Mr. McNally upon his selection as an officer of this institution.

Mayor's Voice Comes Back "Collect"

Recently an organized assault on the personal exchequer of Mayor James Rolph, Jr., was the result of a random scientific experiment by San Francisco's Mayor.

Dedicating the radio broadcasting station of Hale Brothers (KOP), he said into the Western Electric transmitter: "I want to find how far my voice is carrying; how big my audience is. Send me telegrams and send them collect. Come on—everybody. Mayor Hylan of New York, and you, Mayor Curley of Boston—everybody."

Radio fans were not slow in responding. By midnight at least one telegram had come from every state in the Union, it was announced at the Mayor's office, and Honolulu and a ship 1000 miles at sea were represented. And as the night crept on toward dawn the messages continued to arrive.

By daylight it was estimated that the Mayor had incurred wire tolls of \$3000, and this figure was nearly doubled during the day.

A Billion Dollar Corporation

Stockholders of the American Telephone and Telegraph Company, at a special meeting March 27, ratified the proposition to increase the capital stock from \$750,000,000 to \$1,000,000,000, making the telephone company one of the largest corporations in America. President H. B. Thayer, in his annual report, previously made public, stated that no new stock offering will be made in 1923.

Some girls and women fail absolutely to realize that it is often some trivial matter of dress or deportment that holds them back, hinders them from getting the job higher up, the increase in pay that they see some other girl or woman enjoy.

—*The Silent Partner.*

"To him who, in the love of Nature, holds communion with her visible forms, she speaks a various language."—*William Cullen Bryant.*



General James G. Harbord, President Radio Corporation of America, Eminent

Major General James Guthrie Harbord, U. S. A. retired, president of the Radio Corporation of America, and an army and business man of note, was given a splendid welcome in San Francisco on the evening of March 20. More than five hun-

dred army, navy, marine, and business men and their wives and ladies were present in the ballroom of the Palace Hotel, seated at banquet tables on this occasion. General Harbord, who is not a stranger to the Pacific Coast, com-



Brigadier-General and Man, Was Paid Warm Tribute by San Francisco, at the Palace Hotel

mandated a brigade of marines under General Pershing during the fearful fighting in Belleau Wood and then became the head of the Service of Supplies for the American Expeditionary Forces.

Brigadier-General Thornwell Mullally,
Page Twenty-five

president of the Association of the Army of the United States, was toastmaster and presented the Mayor of the city of San Francisco, James Rolph, Jr., who voiced the welcome of the city to the distinguished visitor. General Hunter Liggett,



who commanded the first army in the A. E. F., spoke on the subject of "Harbord—the Soldier." David Sarnoff, vice president and general manager of the Radio Corporation of America, spoke in a very interesting way on the subject of radio, and the big audience was thrilled by the story which Major General Harbord himself told about the army's work in Belleau Wood—Soissons offensive, and the labor of love of America in the Service of Supply.

Arranged on the table in front of the speakers of the evening were transmitters connected by our wires with the great radio broadcasting station of Hale Brothers, on Market Street, San Francisco. The speeches were broadcasted by radio, which, with the cheers which greeted complimentary reference to General Harbord, were heard distinctly in all parts of the Pacific Coast.

Seated at the speakers' table were: General Thornwell Mullally, General and Mrs. James G. Harbord, Mayor and Mrs. James Rolph, General and Mrs. Hunter Liggett, Admiral A. S. Halstead, Mrs. George A. Pope, William H. Crocker, Mr. and Mrs. David Sarnoff, Judge and Mrs.



The above is a photograph of Mrs. Gladys M. Denne, operator at Point Loma exchange, in our Southern Division, who recently walked one-half mile in a storm to report telephone poles that had been blown down.

William Morrow, Mr. and Mrs. William B. Hamilton, General and Mrs. George Barnett, Judge and Mrs. Curtis D. Wilbur, Colonel and Mrs. Kenyon A. Joyce, Colonel Louis Bash, Charles S. Stanton, Mr. and Mrs. A. A. Isbell, Andrew G. McCarthy, Colonel R. E. Child, Colonel R. E. Middlestaedt, M. H. de Young, Mr. and Mrs. Andrew Lawrence, Doctor Walter B. Coffey, Colonel and Mrs. E. B. Smith, R. A. Crothers, Mr. and Mrs. Paul Edwards, Major U. S. Grant III, Mr. and Mrs. Paul Cowles, Colonel David P. Barrows.

The Western Electric Company was represented at the banquet by Messrs. E. J. Wallis, G. E. Cullinan of New York, and Hugh Treat, and the telephone company by Messrs. H. D. Pillsbury, P. H. Coolidge, H. G. Bates, and W. A. Folger.

The splendid photograph of the banquet which we have reproduced in this issue was taken just before General Mullally said, "We have with us this evening."

Telephone Pioneers Meet in October

Cards have been received from L. H. Kinnard, president, and R. H. Starrett, secretary, of the Telephone Pioneers of America, announcing that the 1923 annual outing and second meeting of the general assembly of that great organization of Bell System pioneers will be held at Atlantic City, N. J., on Friday and Saturday, October 19 and 20 of this year.

Full information in connection with this year's program, entertainment, hotels, railroad rates, and arrangements will be furnished our members in detail as soon as possible.

Any of our employees who have had twenty-one years' continuous service in the Bell System are eligible to join the Pioneers and may obtain full details by addressing Major D. P. Fullerton, general superintendent of plant, Shreve Building, San Francisco.

At present there are about 1,850,000 railroad employees, whose wages are close to \$3,000,000,000 a year. With their families they account for probably 8,000,000 people who are directly supported by the railroad payrolls.—*Santa Fe Magazine.*

Experience keeps a dear school, but fools will learn in no other.—*Benjamin Franklin.*



Pacific Company Men Go to Denver for Directory Conference

At Denver, February 13 to 16, was held a directory conference under the direction of O. C. Lyon, directory problems engineer of the American Telephone and Telegraph Company, New York, assisted by E. S. Howe and M. C. Hale, also of the New York staff. The Mountain States Telephone and Telegraph Company was represented by seven of its officials and The Pacific Telephone and Telegraph Company sent four members of its directory organization.

The many subjects discussed ranged from the listing of the subscriber's name on the manuscript to the delivery of the completed directory to him.

Four days and one evening were devoted to the conference, and the intense interest was indicated by the tenor of the conversation whenever two or more of the participants were together.

The Pacific company's representatives, Messrs. Brewer, Dobson, McCully, and Fensler, thoroughly appreciated the opportunity of becoming personally acquainted with their neighbors, and were also very much pleased to have the chance to meet the men who are devoting their efforts to the solving of directory problems and the standardization of practice and betterment of directory service for the entire Bell system.



Directory Conference. Left to right: G. R. McCully, division supervisor of directories, Los Angeles; M. C. Hale, directory engineer, New York; R. L. Burgess, commercial engineer, Denver; C. M. Strawn, Colorado commercial supervisor, Denver; J. T. Tierney, commercial supervisor, Denver; C. C. Johnson, general commercial supervisor, Denver; O. C. Lyon, directory problems engineer, New York; W. B. Green, toll rate engineer, Denver; R. M. Morris, general commercial manager, Denver; E. G. Fensler, division supervisor of directories, Seattle; C. W. Tucker, directory manager, Denver; E. S. Howe, directory engineer, New York; C. H. Dobson, division supervisor of directories, San Francisco; George N. Brewer, supervisor of directories, San Francisco; O. C. Miller, special problem engineer, Denver.—Photo furnished by Mountain States "Monitor."

Radio Fans Are Everywhere

The office of The Pacific Telephone and Telegraph Company at Avalon, Catalina Island, enjoys the distinction of being an office which uses radio for long distance. Many interesting incidents come to us for that reason.

One we much enjoy is receiving letters from people far away who have heard us. The letters are always addressed to "The Night Telephone Operator," showing that the radio carries farther at night.

Among several recently received was one from a little place in Saskatchewan, Alberta, Canada, eighteen hundred miles away. One was received from a radio

operator aboard an English warship off the coast of Australia, and another from a cowboy fan in North Dakota.

An amusing letter came from a little town in Texas. The writer did not know Avalon was a radio station and was greatly surprised at the strange phenomenon that his radio set was picking up conversations from a cable. He gave the gist of a conversation between two linemen, so we would be sure he really had heard us. There is a great opportunity for the operators using this line to demonstrate courtesy to our patrons and to each other, as our words are heard over a good part of the earth.



Notes From the Divisions

Coast Division



A Sky-Line View of San Francisco, Division Headquarters

Division Commercial Superintendent, J. W. GILKYSON.

Division Superintendent of Plant, H. MCBIRNEY.

Division Superintendent of Traffic, F. J. REAGAN.

Frieda N. Corning was recently engaged as clerk in the manager's office, San Francisco exchange.

W. E. Lowe and Harold P. Knowles have been engaged as clerks in our commercial department at Oakland.

Francis P. White has recently been employed as clerk in the division commercial superintendent's office.

Edna E. Roche a short time ago was employed as stenographer in the division commercial superintendent's office.

R. F. Snowden and E. G. Champreux were recently in the Santa Rosa district looking over outside plant conditions.

Miss Emma Grimaud, chief operator, Broadway office, Los Angeles, was a welcome visitor recently in our San Francisco offices.

Our equipment forces under Mr. Barnes recently completed the installation of 100 new multiple under Job Order 3928, Santa Rosa.

Emily R. Sweeney has been engaged as stenographer in Manager Delury's office, San Francisco, succeeding Bernice G. Connell, transferred.

Bernice G. Connell has been transferred from manager's office, San Francisco, to the office of the division commercial superintendent as stenographer.

The new Thornwall unit at Berkeley exchange, installed by the Western Electric Company, under Estimate 30353, is now being cut into service. The first line was cut in March 14.

D. J. Sheehy has recently been promoted from the position of equipment installer to that of equipment supervisor, San Francisco. Mr. Sheehy will have charge of the C. O. installation forces during the night period.

The Western Electric Company installers have arrived and work of installing two additional No. 10 positions under Estimate 30581 in our Santa Rosa exchange has been started. The work will be completed within the next three months.

We recently completed the installation of a cordless switchboard for the Union Stage depot and a No. 2 I. C. S. for the California Telephone and Light Company at Santa Rosa.

The following transfers recently have been made: Miss Mattie Grace, evening chief operator, Sutter Extension office, to Kearny office, and Mrs. Marguerite Ogden, supervisor, Kearny office to Prospect office.

The San Francisco Commercial Baseball Team has been organized for the season and have announced that they are prepared to accept challenges for Sunday games from all other departments. All communications regarding games should be addressed to F. M. Curtis, 333 Grant Avenue, San Francisco.

Charles A. Meers has been transferred from the office of Division Superintendent of Traffic Cole at Sacramento to Division Commercial Superintendent Gilkyson's office. We welcome you, Mr. Meers, and although your path may be rough and rugged, we know that you will kick the rocks out of the way and climb along.

Harry Wilcox, equipment supervisor, recently journeyed to Santa Rosa to look over Job Order 3928, which covers the installation of 100 additional subscribers' multiple. Mr. Wilcox apparently had a two-fold purpose in making the trip, as it was discovered upon his return that he had taken unto himself a wife while at Santa Rosa. Mr. and Mrs. Wilcox will make their home in Oakland, and they have the good wishes of their many friends.

Resignation, because of marriage, has taken the following from our company's service: Miss Nya Anderson, junior operator, Kearny office; Miss Mae C. Kuney, operator, Park office; Miss Estelle Reardon, operator, and Miss Margaret E. Sprenger, junior evening operator, Prospect office; Miss Olga C. White, junior evening operator, Randolph office; Miss Mary E. Woods, junior operator, Sutter office; Miss Elsie M. Greiner, junior evening operator, and Miss Anita R. Plant, operator, Berkeley office.



H. McBirney, division superintendent of plant, and L. G. Fitzsimmons, superintendent of plant maintenance, were recent visitors in our Santa Rosa exchange and various points throughout District 853.

That Oakland is fast becoming a real competitor of the big metropolis, San Francisco, is evidenced by the two immense skeletons of steel which have appeared over night, as it were, at Twelfth and Broadway and Thirteenth and Franklin streets, the former being the eighteen-story addition to the Oakland Savings Bank and the latter the twenty-two-story addition to the Oakland Tribune Building. The addition of both office buildings will materially help out a very acute shortage of office space in the east bay metropolis.

Mrs. Josephine Wheeler, who has been employed at the Santa Cruz telephone office for a few years past, was given a surprise party recently in the restroom of the telephone office on Walnut Avenue, the surprise being complete in every way, and arranged and enjoyed by all the operators. Games and selections on the phonograph were enjoyed during the evening. Those in charge had decorated the rooms prettily with huckleberry, ferns, and marigolds, and during the evening sandwiches, cake, and chocolate were served.

Our people recently received a letter on the stationery of the Hotel Stewart, San Francisco, that was very pleasing commendation: "As I am a traveling man, I can not leave San Francisco without expressing my gratitude for the excellent service I received during my three weeks' stay here. I called approximately fifty different numbers from the different public telephones around the Ferry, and for the prompt and efficient service and courtesy received I can't help but praise your company. San Francisco should certainly get the banner for its efficient service. Yours very truly, A. DEVELASCO."

Miss Charlotte Roberts, a student attending the California State Teachers College at San Jose, is registered from Pine City, Minn., a little city some sixty miles north of Minneapolis. Being so far away from home, Miss Roberts keeps in touch with her family by means of frequent letters. The other evening, when the semi-weekly letter was due to go to the Minnesota home folks, Miss Roberts found to her chagrin that there were no stamps in the house; so immediately she thought of the telephone. It was a small matter to place the call and the young lady's parents in far-away Minnesota were thrilled to hear so clearly the voice of their daughter in California over the transcontinental circuit.

On March 5, in the town of Byron, a fire broke out at about 3:30 p. m., burning down five buildings, and causing a total loss of approximately \$75,000. The telephone company was very fortunate at this time due to the efforts of the town citizens in fighting this fire. The Southern Pacific Company brought two large tanks of water to the scene of the fire. The Tracy fire department brought their fire apparatus approximately thirty miles to coöperate in helping to put out the fire, which they succeeded in doing, saving considerable other property in the vicinity of the fire. Wire Chief McConley and Repairman Tolley immediately proceeded to the town of Byron when they were notified of same with the thought of

removing our equipment. This would have been accomplished, as Wire Chief McConley claims that he broke the speed record between Antioch and Byron, as he went about sixty miles per hour in his new Star car.

Another delightful surprise party was given at the operators' school, San Francisco, March 17, in the form of a farewell to Miss Esther Coutts, one of our most popular instructresses, who is leaving to make her home in Los Angeles. The affair was given at a few hours' notice, so the famous school "home-made cakes" were missing, but a large cake was hustled into service marked "With Best Wishes," and proved a most satisfactory rallying basis for a splendid send-off. The dining-room and tables were artistically decorated with daffodils and ferns. Our best wishes go with Miss Coutts to her new Southern home, where she will be Mrs. Arthur Olson.

The central office installation forces have recently completed the installation of two large P. B. X.'s at the Anglo and London Paris National Bank, and the new Standard Oil Building, San Francisco, under Estimates 30378 and 30410, respectively. The new semi-mechanical P. B. X. at the bank consists of five positions of No. 600 type manual switchboard, with associated mechanical switching equipment of the step-by-step type. The cutover was made about March 15, at which time the subscribers moved into their new building. The Standard Oil Company's new P. B. X., which was installed on the tenth floor of their new twenty-two story building, consists of eight positions of No. 600-C type switchboard. This was successfully cut over without interruption of service on February 26.

The dansant given by the Blue Bell Orchestra of San Francisco on March 7, at Golden Gate Commandery Hall was an unqualified success. There was a large attendance and every one enjoyed the evening immensely. The operating forces were well represented, which was evident from the bevy of pulchritudinous damsels who danced to the excellent music rendered by the orchestra. The plant, commercial, sales, engineering, traffic, and accounting forces were also well represented, and the fair sex from these departments proved that all the beauties are not in the "movies." The thanks of the orchestra is extended to the traffic employees district committee, the floor committee, the officials of the company, and all others who so ably and graciously assisted them in promoting the success of the affair.

On February 25, at 3:30 a. m., in the town of Bay Point, a fire broke out in a restaurant from unknown causes, burning down four additional buildings and causing a total loss in the amount of approximately \$85,000. Our cable plant which is constructed along Main Street was burned down, causing a total failure of all lines and stations and toll lines. At about 3:40 a. m. the Southern Pacific agent at Bay Point notified C. F. Busch, our wire chief at Martinez, of the damage which was caused to our aerial cable plant, and the wire chief immediately proceeded to the failure with Repairmen Morel and William Rhode. The toll circuits were placed in service by 8 o'clock and all other necessary material arrived at the job by 11 o'clock. Foreman Jordan and crew, who were working at Antioch, proceeded to Bay Point and immediately started repairing the damage. At about 2:30 p. m. all cable was



replaced and Splicer Matzke and helper were on the job and immediately started splicing the cable. All service was restored at 4:30 p. m., February 26.

Due to an increase in the forces of the construction and engineering departments in Oakland, it was necessary to move both departments to our building at 1751 Franklin Street, where the entire second floor is now occupied by the forces of District Plant Engineer H. H. Piper and Supervisory Foreman Biers and Martin.

J. D. Holmes, district manager at Oakland, tendered the old telephone building located at 1751 Franklin Street to the Community Chest committee of Oakland, to be used as an office during their recent drive, and installed a private branch exchange suitable for their requirements. Favorable mention of this has been made in the *Oakland Chronicle* and *Examiner*, and the following letter addressed to our company was received from the Community Chest: "On behalf of the Community Chest campaign committee, I wish to thank you for the fine cooperation you are according us. The loan of quarters has solved our greatest problem in starting the campaign, and the fine spirit with which your various officials are aiding us in getting under way is greatly appreciated. Sincerely yours, J. CAL EWING, *Chairman Campaign Committee.*"

The following Coast Division traffic promotions recently have been announced: Miss Frances K. Dreisbach, evening operator, long-distance office, Oakland, to the position of evening supervisor; Miss Mathilda Condare, evening supervisor, Franklin office, to the position of evening central office instructor; Miss Gladys E. Berry, operator, Sutter Extension office, to the position of night operator; Mrs. Lillie P. Cross, central office instructor, Douglas office, to the position of evening chief operator; Mrs. Ida Spinetti, operator, Sutter office, to the position of supervisor, Franklin office; Miss Angela Panetto, operator, Kearny office, to the position of supervisor, Sutter Extension office; Miss Lucy E. Costello, evening operator, Mission office, to the position of evening supervisor; Miss Rose E. Mullally, operator, long-distance office, San Francisco, to the position of evening supervisor; Mrs. Anna M. MacKeever, evening operator, Fillmore office, to the position of evening supervisor.

On the evening of March 14, E. E. Harding, Coast Division first-aid instructor, talked to more than one hundred and fifty members of the various associations in the Oakland district on "Accident Prevention and First Aid." This lecture, the first to be given by the first-aid instructor in this district, was very well received, as was evidenced by the number of questions asked and remarks made by the various employees present. Messrs. Pope, Rock, Stahl and Muheine, first-aid representatives of Oakland and San Francisco associations, assisted Mr. Harding in various demonstrations of caring for wounds, fractures, dislocated joints, etc. From the enthusiasm shown it would appear that this movement on the part of the company to educate its employees in accident prevention and first aid is more than welcome, and we believe that with a few more demonstrations and lectures the number of accidents, both "Lost Time" and "No Lost Time," will be materially reduced. Among those present at the lecture were Supervisor of Safety Methods J. P. Dunphy and Superintendent of Installations F. O. Edmunds.

In our every-day thoughts, we usually associate dramatics and elocution with actors and actresses, but a realization on the part of a number of San Francisco operating employees in the Grant Avenue building, San Francisco, of a fact that there is real pleasure, and education to be found in the interpretation of the emotions by any one who will take the time to study drama, has led them to take a regular course of training under the supervision of a competent coach. This group of young women has been meeting with Miss Mae O'Keefe, well known in dramatic circles on both sides of the bay, every Monday evening at 7 o'clock, in the operators' school, under the name of "The Kismet Players." Kismet is Arabic for fate and was chosen by the members as symbolic of their faith and belief that they were learning something worth while. We wish "The Kismet Players" success.

On March 13, at 5 p. m., the new Trumble still of the Shell Oil Company, at Martinez, which was recently installed, caught fire by a leaking oil pipe, causing an explosion in the retort, spreading flames all through Still No. 8, knocking one man down from the concussion of the explosion and causing a gaping wound in his head. Employees dragged him out of the damage and rushed him to the plant emergency hospital. The Shell Oil Company's own fire department then went into action and fought the flames with bravery, as there was danger of the fire spreading to some of the other dozen units constituting the plant. It was reported that there was four men injured very seriously and it was necessary that they be given first-aid treatment at the Shell Oil Company's emergency hospital; also there were six others who were slightly hurt that applied for first-aid treatment. If the employees, which consisted of some two hundred men, had not fought the fire so heroically it was said that the entire plant would have been destroyed.

The Pittsburg (Cal.) *Dispatch* recently said: "It is fitting that a part of the new Buchanan Building should be set aside as an office for The Pacific Telephone and Telegraph Company. Mr. Buchanan beat the telephone to Pittsburg. He was in business here when the first line was strung from Antioch and the first instrument was installed in the cannery, which later became a branch of the F. E. Booth Company. It was in the Buchanan store that the first telephone exchange was placed, after a dozen or more subscribers had been secured here, and when the exchange grew to metropolitan proportions he erected a building near his store on First Street, ten or twelve years ago, to house the exchange. It is in the building now and will remain until installation is completed in the new and modern office which occupies a portion of the new Buchanan Building. The assurance of a good tenant actually encouraged the erection of a massive structure such as now graces the business thoroughfare at Fifth Street, Mr. Buchanan declares, and the telephone company's willingness to cooperate in the matter of a lengthy lease hastened construction of the building. Installation work has already been started at the new office and a large crew of men is employed installing the equipment which will give Pittsburg a modern telephone system, and also a long-distance service which now is handled through the Antioch office. Because of changing from the magneto to the com-



mon battery system, from sixty to ninety days will pass before installation is completed and the new office is made ready to serve the public. With its completion, however, Pittsburg will have a telephone office second to none in the state for spacious quarters, modern equipment, good lighting, ventilation, and other features which make for efficiency in service."

Miss Grace Algeo, chief operator at the local telephone office, has just received a two-star service pin denoting ten years of continuous service. Miss Algeo has been chief operator at the Hayward office for the past five years. Before coming here she was employed in the San Leandro office. Miss Dora Jorgensen, cashier, will also be presented with a two-star service pin within a few months, she having served as cashier in the Hayward office for the past nine years and a half. She now has a one-star service pin. H. E. McConaha, wire chief, was awarded a service pin a few months ago denoting fifteen years of continuous service. He has been wire chief at the Hayward office for many years. Robert McCall, assistant to the wire chief, boasts of the longest period of service. He wears a button with two stars representing twenty years of continuous service. Mr. McCall has been employed in the Hayward office for the past five years. John Robinson, manager, will be presented with an emblem within a short time.—*Hayward, (Cal.) Review.*

On February 26, at 8:45 p. m., a fire was discovered in the Chronicle Building Annex, an office building, located at Geary, Kearny, and Market streets, in San Francisco. The fire was caused by an overheated lead chute in the printing department of the *Chronicle* a morning newspaper. It was found necessary to sound three alarms before the fire was brought under control. J. Schluter, superintendent of maintenance; A. Kemler, plant chief, and F. Cassatt, supervisor of installations, inspected the premises as soon as the fire had been extinguished. They found our riser cable and floor terminals from the first to the tenth floors destroyed, due to the fire sweeping a shaft, also approximately seventy-two lines and seventy-two stations out of service. Arrangements were started immediately, which resulted in a crew of twelve men under the supervision of W. W. Vaughn, equipment supervisor, starting work early on the morning of February 27. By running duplex to an undamaged part of the building they were able to restore telephone service on all the lines affected by 5 o'clock on the same day.

For the betterment of our relations with the student body of the University of California, an invitation was extended to the student branch of the American Institute of Electrical Engineers of that institution to make an inspection of our Oakland-Lakeside exchange on the evening of March 7. Accordingly, fifty students assembled in our association room at 1521 Franklin Street, Oakland. They were welcomed by C. W. Smith, division methods engineer of the Coast Division, who had charge of the inspection trip. R. K. Maynard of the division transmission engineer's office gave a short technical talk, after which the students were divided into eight groups, each in charge of a guide, and were conducted through the various departments of the exchange. After the inspection trip the students again assembled in

the association room, where they were given an opportunity to ask any questions regarding what they had seen. The questions were answered by representatives of both the plant and traffic departments present. Many of the students were amazed at the many operations necessary to complete a call and as one student remarked: "After seeing those girls work, I'm never going to kick at central again."

H. A. McGill, after twelve years as manager at Palo Alto, resigned on March 15, to enter another business. All employees of the division commercial superintendent's office wish Mr. McGill success in his new venture. J. D. Worthington, manager at Hollister, was transferred to Palo Alto as manager, succeeding Mr. McGill. We are glad to see John stepping along and trust that he may keep on stepping round by round up the ladder of success. Eugene W. Rideout, formerly employed in the San Francisco sales department, has been appointed manager at Hollister, succeeding Mr. Worthington, transferred to manager at Palo Alto. We are pleased to greet Mr. Rideout as a manager, and we trust that he will let his good work so shine before his employees that advancement will be sure to follow. Upon the resignation of Mr. McGill, the following Palo Alto associates presented him with a handsome brief case as a token of the high esteem in which he was held: E. W. Armstrong, collector, Palo Alto; Adelaide Freeman, cashier, Palo Alto; Gladys Spink, clerk, Palo Alto; Edna Inman, stenographer, Palo Alto; Joseph Curran, former collector, Palo Alto; Sarah Ward, chief operator, Redwood City; Dolly Bonneau, assistant chief operator, Redwood City; Sarah Thompson, chief operator, Los Altos; Gertrude Davis, chief operator, Palo Alto; J. W. Martinie, wire chief, Palo Alto.

Blown in as if by the four winds they came and kept coming. From the highlands of Scotland, the banks of Killarney, the turmoil of Russia, the rivers and seaports of China, the sands of Arabia, the slopes of Spain, and the seashore of Hawaii, from our own Sunny South and Western plains, out of the pages of history and the comic sections of our daily papers, from the altar of matrimony and the days of childhood, and in one case at least a state institution, came the beautiful, weird, and grotesque costumes that contributed so to the wonderful success of the St. Patrick's costume party and dance of the Oakland long-distance employees on March 15. To say that "a good time was had by all" is to put it very mildly indeed, and one of the noticeable features of the evening was that several guests who intended to just drop in for a few minutes were still there when the party reluctantly broke up. The judges had a difficult task in selecting the prize costumes, but the following awards were finally made to the apparent satisfaction of all: Prettiest girl's costume: "Hiawatha," Mrs. Goede. Handsomest man's costume: Scotch Highlander, Miss E. Minnick. Most original girl's costume: Russian, Miss C. Dreisbach. Most original man's costume: Jester, Miss C. Broadneau. Funniest girl's costume: "Sis Hopkins," Mrs. E. Slaton. Funniest man's costume: "Jiggs," Mrs. C. Axelrod. Consolation prizes: Bridgroom, Mrs. M. Sorenson; escaped lunatic, "WE'LL KE"—ep the secret. The program consisted of the following numbers: vocal selections, Miss T. Purcell and Miss G. Baxley; whistling solos, Roy Oliver; Hawaiian



dances, Miss R. Stewart; accompanist, Miss L. Marotte. The very splendid dance music was furnished by the Plant Association Orchestra, composed of L. Clark, piano; E. Hampton, saxophone; H. Lower, trombone; W. Harris, trumpet; E. Gambel, violin; L. Soares, drums; E. Fitzsimmons, flute; W. Brunsman, banjo. After the dancing, a delicious supper was served to the 150 guests. Among those present were Miss Ida Tierney, Miss Margaret Armstrong, Miss Kathryn

Walsh, Mrs. Rose Jones, Miss Rena King, Miss Elizabeth Griffin, Miss Ruth B. Callaghan, and Miss Nellie Gaul of San Francisco; Miss Stella Hilton of Berkeley, S. Kellar, C. F. Cole, C. F. Weatherbe and H. Gemmer. The committee in charge of the arrangements, under the direction of Mrs. Ethel Smith, deserves a great deal of credit for the success of this party, which will always be a pleasant memory to all who attended.

Oregon Division



A Sky-Line View of Portland, Division Headquarters

Division Superintendent of Traffic, C. B. ALLSOPP.

Division Commercial Superintendent, C. E. HICKMAN.

Division Superintendent of Plant, CARL WHITMORE.

Miss Myrtle McCabe is a new employee at the Milton exchange.

Miss Susie Adamson is a new operating employee at The Dalles.

Miss Muriel A. Cantrell has recently been added to the payroll at La Grande.

R. F. Woodward, district plant chief, spent a few hours in Tillamook on February 8.

Miss Lorena White has succeeded Anna M. Jett as clerk in the manager's office at Baker.

Mrs. Vera Smith, formerly Miss Vera Hendrickson, has recently been reengaged at Prineville.

Charles I. Dillon and Edwin F. Van Schoick are new employees in the business office, Portland.

Mrs. Emily Younger has recently been transferred from Walnut office to the East office, Portland.

Miss Gertrude Collins is now back at work in Walnut office, Portland, after an operation for appendicitis.

Irving S. Cobb, of Portland, Ore., was in Tillamook for several days last week working on the switchboard.

The Misses Margaret Shaw and Margaret Schwartz have been transferred from East to Walnut office, Portland.

The following students have been added to the operating force at Walnut office, Portland—Claretta Marks, Edith Fugus, and Mary Davidson.

H. K. Wilkinson, of the toll engineer's office, was in Tillamook recently making plans and estimates on the new Tillamook-Bay City circuits.

Mrs. Stella Beede's Portland home was the scene of a dainty luncheon recently, when she entertained Mrs. A. McKay, Mrs. F. Brace, Mrs. L. McElroy, Mrs. R. Holtgreve, and the Misses Julia O'Donnell and Jessie Fournier.

The Western Electric Company has resumed work on the installation of additional switchboard facilities at Astoria. The work was interrupted by the recent fire which destroyed practically the entire business center of Astoria.

Life whirls along in high speed today, but civilization has kept apace, wherein the old-time arbitrary methods of business have been replaced by the modern code of courtesy and consideration. —*New England Bureau Public Utility Information.*

N. R. Powley, division commercial superintendent, Los Angeles, was a welcome Portland visitor after an absence of several years. When he heard the telephone quartet he thought so well of the boys' singing that he immediately began negotiating with Mr. Hickman. The quartet appreciated the compliment.

Mrs. Norma E. Richards, evening chief operator, Eugene, was married to Fred Marsh of Corvallis on March 7. The wedding took place at the Christian Church in Corvallis, after which a wedding breakfast was served to a few intimate friends. The entire operating force wish Mr. and Mrs. Marsh much happiness.



The Pacific Telephone Magazine



Hyman L. Breslow, employee in the manager's office, Portland, has resigned. The vacancy caused by his resignation has been filled by Florence Pangle.

H. C. Burton, chief testboard man, and J. C. Meece, transmission maintenance engineer, were recently in Tillamook on toll line inspection and making transmission tests.

M. V. O'Shea of the American Telephone and Telegraph Company was in Portland March 22 in connection with the commercial questionnaire study made during the past month.

Jack L. Shaw, employed as counter clerk in the business office, Portland, for the past three years, resigned recently and left immediately for Canada, where he intends making his future home.

Elmer Forell, private branch exchange salesman, Portland business office, who has been absent because of sickness since the latter part of January, left Portland early in March for Houston, Tex., believing the change in climate and surroundings would be beneficial. O. T. Tinkle has taken over Mr. Forell's work during his absence.

Nearly 180 couples attended the dance given by the employees at The Dalles on February 10, which was held in the handsome ballroom of the civic auditorium. This is the fourth of a series of dances given by the employees within a year, and their popularity can be gauged by the steadily increasing attendance. What a nice picnic fund they must have.

Celebrating the opening of Prineville's new telephone exchange in the Masonic Building, on February 10, friends of the company, together with operators, members of J. T. Ensign's construction crew, Switchboard Installer Stanley Hager, Manager Gaither, and Superintendent of Construction E. R. Cole enjoyed an informal dance at the new quarters. An elaborate lunch was served by the operators.

The employees of the traffic, commercial, and plant departments at Bend entertained their friends at a dancing party on February 8. Card tables were provided for those who did not care to dance. Out-of-town guests were Mr. Cole and Mr. Hager of Portland and Mr. Osburn and his construction crew from Deschutes. A light lunch was served at a late hour and a good time enjoyed by all.

Vice President and General Manager J. C. Nowell, accompanied by Mrs. Nowell and Miss Nowell, visited Portland on March 9, and Mr. Nowell appeared well satisfied with the results following the recent cutover to machine switching service at our three Portland central offices. Incidentally we have been told, and we hope truthfully, that this was one of the most successful cutovers ever made.

Myrtle I. Nash, collection teller, Portland business office, and an employee of the telephone company since 1914, left Portland on March 1 to make her future home in San Francisco with her mother. Miss Nash expects to continue with the telephone company in San Francisco. Hazel Blackburn Schwanberg, a former employee in the commercial department, is filling the vacancy caused by Miss Nash's resignation.

It is a matter of much regret that one of our employees in the division plant accounting department, Leonard Quam, was taken ill with pulmonary tuberculosis and has gone to Everett, Wash., his former home, to be cared for in a sanatorium until he has recovered. Mr. Quam has a very pleasant personality and he is missed by his associates. We hope that he will soon recover and return to the company.

Mark Daniels, Portland manager's office, second bass in the telephone quartet and a baritone brilliantino soloist of considerable note, is continually inquiring why his name isn't included in this column, proving him to be gifted with the true artistic temperament; and as further proof that Mark can sing he has been selected for the principal rôle in the opera "Ernani" (Verdi), soon to be staged by the Portland Opera Association.

The garage department recently gave a social dance in Portland. There were about one hundred couples present and door prizes were given, the first of which was an electric percolator, won by one of our oldest drivers, Lester Gumm. The second prize, and electric toaster, was won by E. L. Hutchin, division supervisor of shops and vehicles. Punch was served, and a good time was enjoyed by all. We were sorry to receive regrets from Mr. Cole and Mr. Bradley, but hope they can be with us next time. Mr. Whitmore and L. L. Phillips said, "You tell 'em we had a good time."

On February 24 the traffic department of the Albany office gave an Americanization party at the home of Mrs. Eola McTaggart Harris, a former member of the traffic department. Representing different countries, many novel costumes were worn by the young ladies as they appeared before the naturalization board and asked to become citizens of the United States, telling why they came and why they would make desirable citizens. The evening was pleasantly passed with music and games. C. A. Wyman, district traffic superintendent, was a welcome guest. A delightful lunch was prepared by the young ladies, they requiring each one to tell some bit of gossip in order to be served, and Oh! what we did hear!

The Interurban Telephone Company of Silverton has moved into a new building which is one of the most modern and best equipped telephone buildings in the state. The building, which is of brick and concrete, was designed especially for telephone purposes, and all departments, including the warehouse and garage, are housed under our roof. Adequate and modern quarters have been provided for the business office, manager, operating room, wire chief, and operators' rest-room. A new common battery switchboard has also been installed. A great convenience is the location of the garage in the same building, and much time is saved by this arrangement. The Silverton exchange now serves nearly 1000 stations. The town of Silverton is located in one of the best sections of Willamette Valley. It is located in a district devoted to fruit, berry, and hop raising, as well as general farming, while within the town are two large lumber-mills which saw timber obtained from the adjacent mountains. Manager P. L. Brown of the Interurban company is to be congratulated for providing this modern telephone plant and building.



On Sunday evening, March 4, our old-time friend and fun maker, Miss Jennie Lee, became the bride of Alvin Gray. We all join in congratulating the groom, for he surely got a splendid wife. On Thursday evening, March 1, the home of Miss Stella Hulse, Tabor operator, Portland, was literally packed with the many friends of Miss Lee. There were fifty-four of her friends and fellow workers present. Late in the evening a dainty luncheon, consisting of sandwiches, cake, coffee and ice cream, was served. Mr. and Mrs. Gray left for a wedding trip to Eastern Oregon.

During the night of March 12, robbers broke into and rifled the vault of the bank at Lone, Ore. Before doing so they took precaution, as they thought, of cutting off the town from telephonic communication by cutting our cable with a hack-saw. As a matter of fact it was the exchange and not the toll cable which was severed, with the result that toll service was not interfered with, but it was necessary to send a cable splicer from Pendleton and material from Portland to repair the damage done to the exchange cable. Owing to the fact that it was impossible for the robbers to gain access to the inner safe, only some valuable papers were taken.

The basement of Tabor office, Portland, was the scene of a delightful party on the evening of February 19. A number of the girls presented an excellent program, consisting of vocal solos by the Misses E. Synder, Irene Iseli, and Esther Wisdom, accompanied by Miss Rowena Clark at the piano. Miss Florence M. Baker's readings were very enthusiastically received, as was the dialogue composed and presented by Miss Cora Taylor, assisted by Miss Nellie Johnston. We had quite a task keeping Mr. Wade quiet during the program, for he was surely a hungry man and could think only of the delicacies awaiting us all in the cafeteria. We all enjoyed the dainty supper, and all left with a smile.

It has been estimated that every year the people of this continent pay \$2,000,000 to use the word "please" in their messages. Why? Men and women will not spend money for nothing. They think the addition of that word worth while. A merchant makes an offer to a customer. He wants a speedy favorable reply. So he does not tell him boldly "Wire me today," but "Please wire me today." And the word "please" may be the turning point on which the sale is made. Long overdue gas bills are met with "Please remit," and the rough edges of a valued customer's delinquency are removed. It is the same with bills from the butcher, baker and candlestick maker. A conductor calls out "Move up there!" Passengers don't like to be treated as if they were cattle. How different the request, "Please move forward." One gentleman is talking to another. The conductor's "please" does not cost money, as does the "please" in a telegram. All the investment needed is a little thought. The profit comes back a hundredfold in the passenger's attitude toward the conductor and the traction company he represents. The traction company values its customer's goodwill above all else. Reverend George Craig Stewart, D.D., of Evanston, Ill., pays this tribute to the telephone operators: "Number, please; uncrowned heroines of patience, gentleness, courtesy, these are our telephone operators. To sit for hours saying "Number, please" in a pleasant voice; to give ever that soft answer which turneth

away wrath; to suffer fools gladly when they bawl a number in your ear or put the baby to the mouthpiece to hear the baby babble. We should do well to remember that these girls who serve us are sisters, daughters, young women of exceptional ability and charm. They must be, to keep their positions. "Number, please," they say, but I'll venture they have your number and mine."

Engineers! A word when expressed which usually produces a mental photograph of a horn-rimmed, goggle-eyed figure hound, whose forehead is furrowed with wrinkles as though made by a tractor-driven harrow. The picture may be right. It should be judged by the uncanny insight these crystal gazers have of what the future holds for telephone development. For example, on January 1, 1917, some of these slide rule conjurors held a little séance and, looking five years ahead, decided Portland should have 69,014 stations January 1, 1923. The crystal must have been a trifle dusty that particular morning, for when January 1, 1923, finally arrived it was found Portland actually had 69,220 stations. Think what they would have done with a clear crystal!

J. E. Greer, division commercial supervisor, Seattle, leisurely and with his usual calm, unruffled manner stopped in Portland en route to San Francisco. Time was no factor, not a worry flecked across his unwrinkled forehead. Train time arrived; the train departed, but not the bored, complacent expression from Joe's face. Then he received a telegram. Suddenly time was a factor—Seattle was a long way off—the bored, complacent look was gone and soon every person aboard the Shasta who could read had read the telegram and those who couldn't didn't need to, for Joe was everywhere from the engine cab to the rear platform telling about that wonderful son. Perfectly all right, Joe! The Oregon Division has been waiting fifteen years to extend these congratulations, so we know how you felt.

The fifth annual banquet of the associated engineering departments of Portland was held in the main dining-room of the Portland Commercial Club on the evening of February 17. Approximately one hundred engineers and invited guests from the various departments of the company in the Oregon Division were present to make this affair the biggest and best yet held. The table decorations were especially elaborate this year, there being a miniature cable lead running the entire length of the table and the pole bases smothered with roses, carnations, daffodils, and ferns. The banquet was opened up with an appropriate toast, after which the toastmaster welcomed all present and informed the crowd that the lid was off and the sky was the limit. The plant engineers' stunt showed a busy day in the office in 1947, while the equipment engineers went still farther ahead and dug up telephone relics from a tomb in the Columbia River Basin about the year 5000 A. D. The transmission engineers demonstrated that their forte was transmission and entertained the crowd with a demonstration of wired wireless. The traffic engineers slipped one over on the bunch and had some very graceful dancers do some "anaesthetic" dancing. The crowning stunt of the evening, however, was that of the commercial engineers. They having failed to provide a stunt for themselves, a very shocking stunt was provided for them by



the committee in charge. A wired rope was provided and the men were blindfolded and told to engage in a tug-of-war, during the progress of which the rope was heated for them. Commercial development figures have been much more accurate since this time. C. Morgan Smith, toastmaster of the evening, who left immediately after this affair for the general office, San Francisco to take up new duties there, was presented with a fine traveling bag by his former associates. At the close of the evening, benediction was pronounced by Mr. Whitmore, genial division superintendent of plant, who expressed a hope for a continuation of this feature of the engineering work of the division.

The eighth annual convention of Oregon Local Telephone Association was held at the Imperial Hotel at Portland, February 9 and 10. About twenty-five delegates were present from Oregon, as well as a number of visitors from Washington. The meeting opened with an address of welcome by Mayor George L. Baker. Harold L. Beyer delivered an address on the "Legal Phase of Electrical Power Line Interference." (Mr. Beyer is president of the Iowa Telephone Association); and L. L. Phillips, transmission engineer of The Pacific Telephone and Telegraph Company, spoke on "Inductive Interference" and "Carrier Cir-

cuits." Commissioner Thomas K. Campbell, Engineer C. J. Green, and Examiner Fred A. Rasch of the Oregon Public Service Commission outlined many interesting problems. At the banquet which marked the closing of the convention Mr. and Mrs. Paul Petri and the quartet of The Pacific Telephone and Telegraph Company, consisting of Messrs. Daniels, Denman, Young, and Abbott, with Miss Lloyd as accompanist, were included in the musical program. Some of the principal discussions during the convention included taxes, depreciation, accounting, inductive interference, legal rights of telephone companies in respect to electrical interference from power companies, use of highways for pole lines, and public relations, all subjects of much importance, and that they receive serious consideration from the various telephone companies leaves no cause for a loss of faith in the future strength and development of Oregon's telephone business. The following officers were reelected: President, Charles E. Wells, Hillsboro; secretary and treasurer, George A. Bauman, Forest Grove; vice presidents—S. D. Crowe of La Grande, C. H. Miller of Redmond, P. L. Brown of Silverton, E. W. Gates of Marshfield, A. J. Vance of Medford; directors—J. E. Smithson of Hood River, W. H. Logan of McMinnville, E. E. Goff or Newberg, P. A. Mitchell of Lebanon, I. F. Lowd of Sherwood.

Inland Division



A Sky-Line View of Sacramento, Division Headquarters

Division Superintendent of Traffic, O. COLE, JR.

Division Superintendent of Plant, E. H. LONG.

Division Commercial Superintendent, F. L. McNALLY.

Oroville reached the 1000 station mark last year. Nice work.

Laura Lovelett has recently been added to the operating force at Chico.

Misses Erma Yeager and Clara Rooney have been recently added to the Stockton local operating force.

Miss Phyllis Geiger has been welcomed as an addition to the division traffic office force during the past month.

During the past month the following were visitors to our district traffic offices at Sacramento: Mrs. Blanche Cross, chief operator, Reno, and Mrs. Bertha Steele, chief operator, Davis.

Ionia Rule, Enid Haigh, and Carrie Ventre have been added to our toll operating force at Stockton. Miss Haigh was previously employed at Sonora and Mrs. Ventre at Stockton.

Miss Vivien Date, long-distance operator at Modesto, is now Mrs. Seranton, having changed her name on one of her recent sojourns in Hughson. Our best wishes are extended to the happy couple.

Miss Sadie D. Phillips, in the office of the manager at Stockton, has completed a ten-year period of continuous service with the company, and was recently presented with an emblem from the company representing her term of employment for this time.



F. E. Milne, formerly engineer in the office of the division commercial superintendent, at Sacramento, has been promoted to the position of manager at Visalia. Mr. Milne has been with us about ten years.

Mrs. Margaret Nielsen, operator at Angels Camp, has been promoted to the position of chief operator of that exchange. Mrs. Josephine Baggio, former chief operator, has been transferred to San Francisco.

The following were visitors at the Sacramento Toll office during the past month: Miss Shedrick, toll service observer, Stockton; Miss Peterson and Miss Harrold, toll supervisors, Stockton; and Miss Nichols, toll operator, Auburn.

The plant department in Sacramento recently received some nice compliments from the John Breuner Company and the Bank of Italy for the speedy and efficient manner in which their new P. B. X. boards were installed.

We understand that Mrs. Mayme Ryan, district representative from Sacramento Toll, is learning to drive her new Dodge car, but the only way she can prove it is to drive by the office some day during the noon hour so that we can see her.

Mrs. Minnie Mayfield, district representative under the Employees' Plan of Representation, traffic department, from Main office, Sacramento, has been absent for some time on account of sickness, but we are glad to report is back at the present time.

The folks who thought E. B. Dobbas had picked a dead town in which to act as wire chief will be surprised to know that the Hutchinson Lumber Company expects to build 350 homes for their employees, and it is a sure thing most all of them will have telephones.

It is with regret that we announce the death of Oliver Scott, husband of Florence Scott, chief operator of Newman. Mr. Scott has been ailing for the past few months, but his recovery was expected. In this we desire to extend to Mrs. Scott the sympathy of the employees of our company.

Miss Beth Petet of Auburn was recently married to Bert Hughes of the Standard Oil Company and Miss Teresa Dorer became Mrs. Joe Merz at about the same time, her husband being connected with another business firm in Auburn. The two young ladies left distinct gaps in the ranks of the Auburn traffic department.

Frank Nyrop, supervisory foreman of the construction department in Sacramento, had a grunt digging holes the other day. The grunt dug the hole in the wrong place and Frank asked him if he thought he could get all of the dirt back in the hole again. The grunt looked at the pile of dirt and said "No, sir; I don't think I have dug the hole deep enough."

The following was copied from a recent issue of the Stockton *Record*: "In the presence of a score of close friends and relatives gathered in the Clay Street Methodist Church Wednesday, March 7, Miss Mary Evalyn Hanna and Dale Baldrige exchanged their marriage vows before Reverend Robert H. Bates. The hour was 3 o'clock. Attending as maid of honor was Miss Mayme Tucket, and Oscar Hanna, a brother of the bride, was

groomsman. The honeymoon will be spent in the bay cities and upon their return the couple will take an apartment there. Miss Hanna is a member of the Stockton toll operating force and heartiest congratulations are being extended to the newly-weds."

The operating employees at Reno office are anxiously awaiting the completion of the new number one toll board, which it is expected will be cut into service on or about May 1. The new arrangement of the central office equipment will necessitate a separation of the local and toll departments at Reno.

Miss Violet Dresser, one of the Oroville operators, recently became the bride of Lawrence Evers at a pretty wedding solemnized at the home of the bride's parents on Oak Street, Sacramento. Mr. and Mrs. Evers spent their honeymoon in the bay cities, after which the happy couple returned to Oroville to make their home. Mrs. Evers continues her service as operator and Mr. Evers will resume his duties with the Pacific Gas and Electric Company in Oroville.

The Modesto (Cal.) *Morning Herald*, under date of March 8, said: "John L. Yarnall, for twenty-four years connected with The Pacific Telephone and Telegraph Company, assumed charge of the Modesto office of the company yesterday, replacing O. I. Crites, who leaves soon for San Francisco. Yarnall before coming to Modesto managed the company's office at Visalia, being in charge there for one year. He has been manager of the Portland, Ore., Sacramento and Marysvills offices. Representatives of the company in Modesto yesterday inspecting the plant were: H. Shearer, outside division plant engineer; W. D. Scott, division plant engineer; Frank L. McNally, division commercial superintendent; L. M. Brown, division commercial agent, and J. C. Parsons. Yarnall said that a construction crew is engaged in adding additional facilities to the Modesto plant to care for the added growth of the business. 'The new home of the telephone company in Modesto is one of the finest owned by the company in the state,' remarked Yarnall yesterday."

The first banquet and get-together party of the year was given by the Capital Telephone Club at the Travelers' Hotel in Sacramento on the evening of February 24. The staging of a banquet in one of the downtown hotels is a new feature in the club life of the plant employees in the Capital City, the main purpose of these parties being to increase the club membership. That the innovation was a popular one is evidenced by the fact that over 140 male plant employees of Sacramento district and the surrounding country attended. W. D. Scott, division plant engineer, and J. V. Fitzsimmons, superintendent of maintenance, were the honorary guests of the evening and were introduced to the members of the club by E. H. Long, division superintendent of plant. During the course of the evening two one-star service emblems were presented to H. R. Dixon, cable foreman, and P. G. Prescott, supervisory foreman, both of the construction department. R. B. Stevens, division chief clerk and president of the Capital Telephone Club, acted as toastmaster and with a few well-chosen remarks dedicated the evening to the Spirit of Fun. The success of the evening was due largely to the efforts of the entertainment committee, which was composed of



R. B. Stevens, president of the club; M. J. Ervin, testboardman; M. Koster, installation foreman; F. D. Stone, line and station installer, and W. F. Rawlins, division plant cashier. The added attraction was a troupe of Hawaiian musicians, who entertained the boys during the progress of the evening. The party broke up at a late hour with happy thoughts of a very pleasant evening.

The employees of our Suisun office celebrated the second anniversary of the installation of their switchboard on February 12, at the home of Mr. and Mrs. W. A. Parkinson, that date also being their wedding anniversary. Wire chief Donald of Vacaville brought along a graphophone, and the twenty guests present spent a very enjoyable evening, the features of which were games, dancing and cards. The rooms were tastefully decorated with greens and red hearts and the table, with a centerpiece of a huge birthday cake, was a sight too tempting to be long resisted. At 2:30 a. m. the guests reluctantly departed, wishing that the switchboard had birthdays oftener.

On Friday evening, February 2, the Truckee office was moved to the new home and when we say home we mean HOME. The chief operator's principal problem at the present time is to get the operators to leave the office long enough to get their proper amount of sleep. It is a beautiful location, plenty of sunshine and light, and when the supervisor of shops and vehicles has his little say, we will have something to be proud of. Foreman Roberts is making a fine job of the equipment work, while Pete Andrews has been putting the finishing touches on the cable plant. The operating department is to be congratulated on having such a beautiful location, and we expect to be the recipients of several invitations to chicken dinners in the near future.

At the home of Mrs. Letha Boylan, operator at Auburn, there was held a merry gathering in December last of the local employees, complimentary to the two recent brides in the traffic department. Mrs. Bert Hughes was presented with silverware, while Mrs. Joe Merz was the recipient of a miscellaneous shower. "It was just before Christmas" and a Christmas tree laden with humorously appropriate presents for all served, with music and games, to enliven the evening. At the conclusion refreshment were served. Mrs. George D. Wright, née Miss Heiple, was also presented with silverware from the local employees at a well-attended gathering at the home of Manager E. K. McCabe recently. The evening was passed in games and music, and refreshments were served.

Local telephone service at Gardnerville, Nev., is supplied by the United Farmers Telephone and Telegraph Company, E. J. Phillips, secretary-manager. During the fore part of February, a fire destroyed poles and cable, resulting in demoralizing local operation—in fact, all subscribers were without service. At the request of Mr. Phillips, the Bell Company supplied material and men, assisting in the restoration of service. The following communication is an expression of appreciation of service rendered: "GARDNERVILLE, NEV., February 23, 1923—Lyle M. Brown, division commercial agent, Bell Telephone Company of Nevada, Sacramento, Cal.: DEAR MR. BROWN: Permit me to thank you for your pleasant letter of February 21, and at the same time to acknowledge with much appreciation your assistance and kind-

ness during our recent trouble. Mr. Gilbert and Mr. Mole came out from Reno, assisted by Mr. Johnson from Carson, and materially aided us in restoring service, and I am very grateful to each of you personally and the loyal spirit of the Bell company in our emergency. Our system is in normal working condition again, although it will mean much new construction and some cable to be installed to place it in the proper condition it justifies. Our subscribers were very considerate during our failure and it seemed every one wanted to assist us. And—it might have been worse. No lives were lost and our repair work went on very smoothly, as it was splendid weather to work in. So the good old world looks brighter than ever, and personally I feel a responsibility that has created a new interest. With renewed appreciation, I am, with kindest personal regards, sincerely yours, E. J. PHILLIPS, Secretary-Manager The United Farmers Telephone and Telegraph Company." Mr. Phillips was a former employee of the Bell System in years past, being employed in Los Angeles and San Francisco.

The other day Ed Snodderly of Auburn had some urgent business in Sacramento and, figuring on a few days' stay, loaded up his "steady-breaker" and motored to the fair Capital City. Upon reaching K Street he stopped for a few minutes to buy a cigar, and on looking at the rear of his car discovered his spare tire was gone. Mumbling something to the effect that he would like to lay his hands on the "onery thief," he went on his way. Stopping at a department store he went in to purchase a few articles, and on coming out noticed that his wife was gone. About this time Ed was getting pretty mad and immediately started out to find a policeman. This proved to be a difficult task, but finally he returned with a noble guardian of the law and was amazed to find his car gone. While Ed proceeded to make the air "blue" one of the worthy ministers of the gospel stepped up to him and said: "Never mind your loss, my good friend, for when the Angel Gabriel blows his horn over—" "He will never blow his horn over this place," exploded Ed "some darn sucker will steal it before he gets it tuned up."

At Auburn, we "speak of many flings, of Cupid's wiles and intrigues, of marriages and things." For here, li'l Daniel has been making serious inroads on the ranks of the feminine employees, wielding a wicked bow rather in advance of his usual hunting season, balmy spring. News comes of the marriage of Miss Isabelle D. Skinner, in San Francisco, to Mr. O'Connor, a young business man of Oakland. Miss Skinner served for several years as cashier in the manager's office at Auburn and resigned in October, 1922, accepting a position soon thereafter with the Federal Reserve Bank of San Francisco. The best wishes of her friends here go with her. Miss Ethel Heiple, formerly with the Pacific Gas and Electric Company, who succeeded Miss Skinner, resigned February 1, having been wedded January 8, in Sacramento, to George D. Wright, drum operator for the P. G. & E. Co. We all trust that she will be (W)right happy. Miss Heiple was succeeded (there has been so much succeeding that the manager feels that he ought to have lots of success!) by Miss Olivia Johnson, formerly of the First National Bank of Auburn, whom the manager threatened to sign up on a two-year contract to remain single!



Southern Division



A Sky-Line View of Los Angeles, Division Headquarters

*Division Superintendent of Plant, I. F. DIX.
Division Commercial Superintendent, N. R. POWLEY.
Division Superintendent of Traffic, F. N. RUSH.*

Miss Eugenie Egloff has been added to our Burbank operating force.

Miss Evalyn R. Sullivan, formerly an operator in Fair Oaks office, Pasadena, has returned to the service of the company.

S. B. Colburn has again resumed his duties in our Los Angeles business office after an absence of six months due to illness.

Mrs. Margaret F. Barron has been appointed evening supervisor in Olive office, Los Angeles, to succeed Mrs. Sena Hathaway.

Caesar F. Pastore is the latest addition to our San Diego commercial office, succeeding Kenneth E. Platt, who resigned March 1 to enter a new field.

Miss Arlene Scott, Central office clerk, Pico office No. 1, Los Angeles, was married on February 21 to Jean Holmquist of the Western Electric Company.

Repairman Kenneth Griest of Los Angeles, is rejoicing over the arrival of a young daughter. He informs us that all is well and is passing out the usual bad cigars.

Miss Belva M. Lownsdale, operator Burbank office, surprised us by slipping away on her relief day to become Mrs. Orin Bates. We all congratulate her on her new adventure.

P. E. Davis, division supervisor of methods, Los Angeles, and H. V. O'Shae of the American Telephone and Telegraph Company, New York City, were recent visitors at the San Diego commercial office.

On March 10, M. C. Root of the Los Angeles business office was quietly married to Miss Mildred Lawrence, formerly Main plant information clerk. Mr. Root's office associates unite in extending their best wishes for a long and happy married life.

H. J. Steinmehl, sales clerk in the Main sales unit, Los Angeles, is a very accomplished musician and during the past month has participated in a number of the "Big Idea" programs, rendering violin solos that have met with applause and occasioned a number of very favorable comments.

A very enjoyable banquet was held under date of February 21 at the home of Mr. and Mrs. I. C. Ryker, assistant wire chief, Escondido.

L. A. Byers of the Los Angeles business office has recently been transferred to Long Beach as manager's representative for our company.

On March 5 B. G. Wright, manager of the Los Angeles exchange, was installed as second vice president of the Los Angeles Electric Club, to which office he was recently elected.

The way to withstand criticism is to say nothing, do nothing, be nothing. The people who do not criticize are the people who can do, will do, do do.—*From the Elsie Lincoln Benedict Lectures.*

There was certainly a vacancy in Broadway office, Los Angeles, for a few days of last month while the chief operator, Miss Grimaud, was away. She was given a most hearty welcome upon her return.

The Misses Marguerite C. Gussenhoven, Hazel E. Allen, Jennie D. Hansen, Rachel M. Sharrow, Doris I. Nutter, and Mabel Hansen have recently been added to the operating force of Colorado office, Pasadena.

The Los Angeles-Yuma toll construction job has just been started and is being rushed to completion as fast as possible. It is hoped we will be able to secure pictures and stories for a future issue of the MAGAZINE.

Miss Getzelman, clerk in the installation department, Los Angeles, was recently wedded to L. M. Reid, a business man of Los Angeles. We have seldom seen a happier or prettier blushing bride than Mrs. Reid and we wish her the best of fortune.

L. A. Park, salesman, Los Angeles, also projectionist on the "Big Idea," projected two pictures for the Franklyn High School student body on February 23. Both pictures were educational and furnished by the Board of Education. The "Big Idea" program was recently presented before the student body, and since that date a large number of Franklyn High students have visited our office.



Miss Helen L. Smith, "B" operator in Main office, Los Angeles, is to be married soon. After the honeymoon, which is to be spent in San Francisco, they will return to Los Angeles and their many friends here.

February 10, 1923, will always come first on the list of notable dates in the memory of Mary J. Pope and Shirley Eakins. Why? We refer you to Mrs. Eakins of Main office, Los Angeles. She may tell you where the wedding took place.

W. R. Dresslar, formerly with the Mountain States Telephone and Telegraph Company at Denver, and Fred A. Smith, formerly with the Pacific company at San Francisco, have recently joined the sales force of the Los Angeles business office.

A new addition to the telephone family has been reported in the form of a six-pound daughter just born to Mr. and Mrs. J. A. Barnes. Mr. Barnes, well known in the Los Angeles construction department, is exceptionally proud of the little lady.

Dan Cupid tallied twice in Wilshire office, Los Angeles, this month. Both Mrs. Nannie E. Quinn, matron, and Miss Leno-Lee L. Mudd, operator, succumbed to his lures. Mrs. Quinn is now Mrs. Rood and Miss Mudd will henceforth answer to the name of Mrs. Weigel.

The marriage of Miss Helen Campbell, operator of Olive office, Los Angeles, to R. C. Green of this city will take place March 15 at the Christian Church of Alhambra. The honeymoon will be spent on a coast trip, after which the bride will be at home in Los Angeles.

Four girls from Olive office, Los Angeles, were the dinner guests of Mrs. Sena Hathaway at her home on Eighth Avenue March 1. A delightful three-course dinner was served. The guests were Miss Izetta A. Hall, Miss Clara B. Niehaus, Miss Gladys E. Gipson, and Miss Lois A. Little.

Recently at the regular weekly meeting of the Electric Club of Los Angeles, Manager B. G. Wright of Los Angeles was presented with a large blue and gold button for his regular attendance at the Electric Club meetings during the year—his attendance being 100 per cent.

The marriage of Miss Grace M. Rowland, former evening operator at Olive office, Los Angeles, to W. A. Simmons of this city took place February 28. The bride and groom are now taking an extended trip up the coast to Oregon and Washington, but will later return to reside in Los Angeles.

The membership of the Employees Mutual Benefit organization of the Southern Division has now swelled to 1300 and is growing rapidly. Its value has already been proved and it is only a matter of time until every telephone man will see that he can not afford to remain a non-member.

The girls of Colorado office, Pasadena, received a wonderful valentine on February 14 in the form of an eleven-pound box of candy and eight beautiful hand-made handkerchiefs, given by one of their subscribers. The candy was divided among the girls and numbers were drawn to see who should receive the handkerchiefs. This was another very effective way of asking for a valentine of "service" during the year, and of course, the only answer is "We shall give our best."

Miss Edna Kloff, cashier at the Anaheim exchange, and Frank Dahn of Anaheim were married January 13 at Ventura and passed a short honeymoon in Santa Barbara. Mr. Dahn is a law clerk in Anaheim, and both young people have many friends who extend good wishes and congratulations.

Our Los Angeles storeroom has added 10,000 square feet of floor space to take care of the call-indicator equipment which will be installed by the Western Electric Company during the coming year. It is anticipated that \$5,000,000 worth of material will have passed through the storeroom before 1923 is over.

A recent addition was made to the personnel of the Los Angeles "Big Idea" demonstration program used in connection with the Southern Division commercial service work. Miss Berenice Holbrook, sales clerk in the South sales unit, is a very accomplished pianist and during the month has been serving as accompanist.

Two young ladies from Boyle exchange, Los Angeles, have gone and done it. Miss Audrey R. Ramsey and Miss Marie H. Murphy are the latest to stir the green-eyed monster into action by sporting a large sparkler on the third finger of their left hands. As for the wedding dates, "not knowing, can not tell"—it's a big secret.

Cupid has indeed been an industrious worker this spring in Olive office, Los Angeles. Another of his victims is Miss Estella Mae McKenney, who will become the bride of Earl Keith Robertson, at her home at 4305 Morgan Avenue, on April 5. After the honeymoon trip to San Francisco the bride will be at home in Los Angeles.

"Tommy" Ybarrando has been elected by the linemen in Los Angeles to manage their ball team for the coming year. Tommy is well remembered by football fans of a few years ago as one of the greatest quarterbacks who ever donned the moleskin on the Pacific Coast. Both St. Vincent's and Santa Clara College have him listed in their halls of fame.

On February 8, Miss Marie Brenier and Miss Mary McCarthy, chief operator and evening chief operator, respectively, of Boyle exchange, Los Angeles, were hostesses at a delightful luncheon given in honor of Miss Bertha F. Schrandt, supervisor of Sunset office. The table was daintily decorated in green and yellow. A delicious seven-course luncheon was served.

Repairman Eddie Butler, under Foreman F. L. Beals at Adams office, Los Angeles, recently suffered a fall from a pole which will undoubtedly put him on "sick call" for some time. Mr. Butler went up to repair a damaged drop after a fire and connected himself with an adjacent lighting circuit, falling to the pavement below and landing on his back. It is expected that he will be laid up for at least two months.

The costume party held at the operators' school by Broadway office, Los Angeles, on February 21, was a wonderful success. The costumes were most original. "Donuts" and coffee were served by several of our always willing helpers. During the intermission we listened to two beautiful vocal solos given by our guests. Mr. Littig and Mr. O'Brien enjoyed many of the dances with us. We all were very sorry that Mr. Leigh, our traffic chief, could not be with us on this evening.



Mrs. Quinn, Wilshire office, Los Angeles, matron, who was recently married to Mr. Rood of this city, is hereby justly extolled by an admiring operator:

MOTHER OF US ALL

Oh, Mrs. Quinn, you're the mother of us all,
You hasten to each operator's emergency call;
You are patient to us when we're tired or "mad,"
And oh, so kind, when we are sick or sad.
We never get tired of hearing your name,
Your sweet disposition is always the same.
In this old world there are only a few
Who are as sweet and loving, my dear, as you;
You are loved by each of us, I know,
So, just because you're married, please do not go.

On February 14 the local service at San Pedro was impaired from 4:55 to 6:30 p. m., due to the Southern Counties Gas Company's main being broken near their plant between East Wilmington and Long Beach. There was an operator on each position, but the force could not begin to handle the traffic. As soon as the gas was again supplied, the traffic became normal. A complimentary letter, which was accompanied by a box of chocolates, was received from the management of the gas company.

The following letter was received a short while ago at the Fullerton office: "It is my opportunity at this time to thank you for the lovely flowering plant sent to me as a token of congratulations upon the opening of the hotel. It is a plant that is beautiful and will last for several months, if not longer. I assure you that it will receive the best of care. Thanking you again, I am yours very truly, R. E. DUBBIN." This hotel has just recently been opened. It is a first-class hotel and is equipped with an 80-line switchboard.

The prize won by Miss Frances E. Hubbard of Fair Oaks office, Pasadena, at the telephone ball on February 16 was a certificate worth thirty dollars in music at the store of Newton I. Hancock, one of Pasadena's leading music merchants. Miss Hubbard has had this divided into two certificates of fifteen dollars each, and one has been presented to Colorado office to purchase music or records as they desire for the Colorado restroom. The other has been retained and will be used to provide music to go with the new piano in Fair Oaks.

Los Angeles employees have been very busy during the past month caring for visitors in the central offices, especially school students. On March 8, twenty students from one of the science classes of the Polytechnic High School visited our Jefferson automatic plant and were shown the various details and intricacies of the same. This was the first of three groups from Polytechnic, the other two groups being scheduled for visits during the week of March 12. The visitors were escorted through the office by Switchman I. B. Nelson.

"When dat music stahts to play, mah lands, honey, yoh jes' can't keep yoh feet from jazzin'." "What music yoh mean, Sistah Henderson?" "Ah means dat grand an' glorious ohchestrah o' Newton Hancock's. Dat am de fines' music in da lan'. Dey jes' don't make none oddah lak dat. Tain't no place for folks what don't dance, cause deys sho to make a powahful show ob deyself a tryin' to. He am de one what gibed de music at da Fair Oaks Telephone Gals' dance at de Maryland Hotel in Pasadena on de 16 of February. Folks am a talkin' about dat music yet. He sho am some boy!"

The girls at Fair Oaks office, Pasadena, are elated over the beautiful music cabinet presented to them by Newton I. Hancock of Pasadena, from whom they purchased their wonderful new eight-hundred-dollar piano. The music cabinet was not connected in any way with the purchase of the piano, but came as an expression of Mr. Hancock's good wishes for, and interest in, the Fair Oaks girls.

Help! Help! Help! Pirate Dan is invading Lincoln office, Los Angeles, and has selected one of the most efficient operators as his next victim. He is acting as the agent of S. M. Pencier, a very promising grocer of San Francisco, and unless unexpected reinforcement arrives immediately Miss Carmen M. Signorelli will be placed aboard the old, well-known ship *Matrimony* early in April. As Miss Signorelli belongs to the "B" family, she will not be missed in Lincoln office alone, but the various offices to whom she has been giving such excellent service will likewise miss her.

On March 12, fourteen students, accompanied by Miss Brittan, teacher in the Grand Avenue part-time school, visited our Sunset and Olive offices. These visitors were cared for by Miss Schrandt, V. Mason, and L. A. Park. Miss Brittan was not only very well pleased and interested, but so enthusiastic that she has arranged for all of her classes to visit our plants, and on March 13 she accompanied the second class, which visited our Main plant, where the details of the plant were explained to them by Miss Stanley, Miss Ragan, Messrs. Jones and Park. The remaining classes were scheduled for visits during the week of March 19.

The acclamations of the office have been awarded to Mrs. Edith Jopson of Fair Oaks office, Pasadena, for having sold the largest number of tickets to the dance given at the Maryland Hotel by the girls of Fair Oaks office on February 16. That means that she sold tickets like wildfire, for there was a bevy of girls working like troopers to dispose of the largest number of tickets and receive the title of "champion ticket seller." It was not a case of hunting for ticket buyers, but rather of delivering the tickets and, most important, collecting the money from the genial public who showed such great interest in the affair. However, Mrs. Jopson succeeded in distributing the most and collecting for them, so she now graciously wears the crown of championship.

Boyle office, Los Angeles, was pleased to acknowledge receipt of the following letter from Florence M. Roberts, who wishes to show her appreciation to the operators for promptness and courtesy in service rendered her: "*To Our Faithful Friends*: I was thinking one day of how faithful you girls are, 'day by day,' rain or shine, cold or hot, always giving a polite response to our many calls, and I thought what would we do without you? How I wish I could do something for my end of this great work. Then I thought why not make them a nice cake? I bake for the churches, ministers, birthdays, etc.; why not the telephone girls? A wee small gift at best of jewels or plate, or the fondle of silk or fur, but the spirit in which the gift is rich, as the gift of the wise once were, and we are not told whose gifts were gold or whose was the gift of Myrrh. Sincerely four friend, FLORENCE M. ROBERTS."



During the month of March, Avalon took on all the aspects of a regular baseball training camp, and all the inhabitants thought and talked of was baseball. The famous Chicago "Cubs" arrived for their spring training. There were several reporters for the largest papers in the country with them, who sent daily telegrams. As the telephone office handles the Pacific Telegraph, the operators became very familiar with all the baseball terms (and slang). So, if any team wants some good coaches and rooters, just call on the Avalon telephone operators.

It is with much regret and sorrow that we report the passing of Miss Bernardine S. Prest, junior evening operator, Boyle exchange, Los Angeles, who died February 11 at the age of eighteen years, following an illness of a few days. Miss Prest had been with us but a very short time, in which she had added much to her credit. She was a conscientious employee, capable in her work, and was held in high esteem by her fellow employees. She leaves a father, mother, two brothers and a sister to mourn her death, and to whom the telephone employees extend heartfelt sympathy in their bereavement.

On the evening of March 1, in the auditorium of the Y. M. C. A. Building, Pasadena, the Triangle Club of the Y. W. entertained a very interested audience with three lively acts of fun and mystery entitled "Miss Fearless and Company." The cast was composed almost entirely of Colorado operators, which emphasizes the fact that Colorado can act as well as operate. During the short intermission between the acts Miss Eva Littlejohn, a very clever dancer, gave two character dances in costume. One, the "Sailor's Hornpipe," and the other a Scottish dance, were wonderfully given, and received much enthusiastic applause. Other numbers consisted of Hawaiian music by the Colorado Ukelele Club, which is always welcomed by Pasadena audiences, and instrumental numbers by Miss Esther M. Akers. The money received from the sale of tickets is to be used by the club as they best see fit, generally as a pledge to some good work.

One beautiful Sunday not long ago a happy bunch of Colorado, Pasadena, lassies wended their way into Millard Canyon to idle the hours away with fun and frolic, for it was a great occasion—their Sunday off. And to make it more perfect they were celebrating a birthday, the guest of honor being Miss Mary E. Rowan, one of the Colorado evening supervisors. Hiking leisurely up the beautiful canyon, enjoying the day and the scenery, they came on to Camp In-O-Sense nestled in one of the most picturesque spots of the entire canyon where there was plenty of clear, cool water and plenty of shade. It was an ideal place to eat and they were surely ready, even threatening to consume an immense boulder near by if something more nourishing didn't soon appear. It was some lunch, the main feature being a huge birthday cake lighted with tiny candles. Luncheon over, the girls turned their attention to explorations, one of which nearly ended in tragedy when three of the more venturesome fell overboard into the stream. The idea of a Colorado girl so far forgetting her dignity! The tragedy was averted, however, for we are still all together and Colorado was still smiling as she welcomed with open arms a tired but extremely well-satisfied bunch which unanimously proclaimed Sunday, February 18, one of the most glorious occasions in the

history of Colorado society. Those enjoying the "day off" were Mildred C. and Lillian Lotz, Edith E. O'Brien, Harriet C. Fuessel, Mildred E. Daiber, Elizabeth Shepherd, Mary Y. Robson, Mary E. Rowan, and Delphine V. Clogston.

The "Big Idea" program in Los Angeles is still playing a very important part in the Southern Division commercial service work. The following engagements were scheduled for the month of March: Bethesda Presbyterian Church fellowship meeting, March 2; Burbank Kiwanis Club, Burbank, Cal., March 7; Euclid Heights Presbyterian Church fellowship meeting, March 7; Association of Cable Splicers, March 15; Culver City Business Men's Association, March 16; Victory Post-American Legion, March 19; Fullerton California Kiwanis Club, March 20; Fullerton California Rotary Club, March 21; Employees of the Brown and White Taxi Company, March 23.

In spite of the many clouds and showers of rain on March 3, a group of girls from Main office, Los Angeles, spent the week end in Santa Anita Canyon. They left Los Angeles at 10 p. m. and, after hiking the trail which seemed to lengthen as their weariness increased, they arrived at their destination at 4 a. m. The distance of the "hike" still remains a question, as it varies from five to nine miles, seemingly, depending upon the endurance of the one who happens to be relating the events of the trip. A few incidentals, such as Jean A. Cox taking an unintentional plunge into a rather shallow stream, Fonda L. West attempting to sit on a rock which moved away to soon, getting lost and sleeping four in a bed, did not weaken their spirits, and even Mother Nature was forced to greet them with a smile next morning, and rewarded them with a day of sunshine and fun. The party included the Misses Elsie M. and Alma Jensen, Jean A. Cox, Bernice M. Tryon, Janet Walters, Alice S. Hetrick, Elizabeth M. Coe, Fonda L. West, and Marguerite S. Beday.

On the evening of February 16 the girls of the night force of Colorado office delightfully entertained in honor of the birthday anniversary of their night chief operator, Mrs. Marquarite Losey. The affair was held at the home of Mrs. Rhea Hall and was in the nature of a surprise. The decorations followed the valentine motif, the table being artistically adorned with streamers of red and white crepe paper attached from the chandelier to the sides of the table and forming arches of red and white around the table. In the center of the table was a huge birthday cake flaming with tiny candles of red, white, and, following an age-old custom, the girls insisted upon the guest of honor blowing out the candles, which she succeeded in accomplishing after the second attempt. Refreshments of sandwiches, California sunshine salad, home-made marshmallows, ice cream, cake, and coffee were served by the girls, after which an evening of music and fun was enjoyed by all. At nine-thirty the happy bunch sojourned to the office in readiness to take up the duties of the night in earnest, better able to work together after so delightful a playtime earlier in the evening.

Days and months may come and go,
Bright with joy and gladness,
Work and play combined to drive
Far away—all sadness.
This the motto that we use,
"Each for the other fellow,"
For Colorado always smiles
In every kind of weather.



The following letter was recently received by our manager, at Santa Ana, E. S. Morrow: "GENTLEMEN: I want to express to you gentlemen my sincere appreciation for the uniform courtesy received at your hands during the thirteen years of my residence in Santa Ana. No request which I have ever made has been unheeded, and this includes the last request which I made of you some time ago, which necessitated the removal of one of your poles, which was located in and upon my property at 425 West First Street; the removal being necessary because of the fact that I am about to erect a garage and an apartment on that particular portion of my ground. Your willingness to cooperate and the way in which this was expedited is worthy of universal emulation by public service corporation, and I thank you most sincerely. With the season's greetings, I am yours very cordially, W. H. THOMAS." Mr. Thomas has been judge of the Appellate Court in Los Angeles and also judge of the Superior Court of Orange County.

Excellent results are being reported from the alleys of the Southern California Telephone Company Bowling League. Some new records have recently been made and it is expected that some of them will stand as high for Pacific Coast telephone bowling leagues for the year. Kirkwood of the commercial department has rolled 259 for an individual game, and Grosberg, also of the commercial department, has knocked over 640 in three games. Buch of the engineers has an average of 209 for his three games played thus far, while Grosberg and Al Fisher, installation, have averaged 191 and 186 for twenty-seven and thirty-eight games, respectively. The installers have lost only four games out of forty-two played for a percentage of 905 and a season average of 886, a record which has so far been unbeaten on the Coast. A considerable number of highly partisan fans are turning out to the contests. With the enthusiasm shown and the good scores which are being piled up, there is little reason why the Southern Division should not put in a strong bid for the Fullerton Trophy on April 24.

Baseball is beginning to bloom out with the coming of spring, and two meetings of the Southern California Telephone Company Baseball League have already been held. At a meeting in the employees' clubrooms February 23, the following officers were elected for 1923: President, A. Cooper, employment department; vice president, F. Baker, maintenance department; treasurer, C. H. Blankenship, construction department; secretary, W. D. Dillinger, engineering department. Four teams of last year's eight decided to reënter, as it was thought best from the standpoints of both expense and talent that a more successful season would result from a merger of certain departments. The four teams reëntering are as follows: Garage, Installation, Cable Splicers, Linemen. Combined with the installers are the maintenance and central office players; engineers will be split up among the linemen and cable splicers, while the forces of the division chief clerk will be aligned with the garage. An eighteen-game schedule commencing Saturday, May 5, was decided upon, two seven-inning games to be played each Saturday afternoon. Maier Park has again been secured and has been put into excellent condition by the owners. An exceptionally successful season is anticipated.

Colorado office, Pasadena, is pushing out the sides of the walls. Our family is growing so large that we had to form some plan for enlargement and at last our dreams are coming true. A fine new restroom overlooking Colorado Street instead of an alley and a new locker-room—what matter if they take our lockers away during the night and we don't know where to find them? We'll be settled some day, for everything is booming, and some day in the near future we'll invite the whole "Home" family to our opening night or house warming and ask it to inspect the finest, newest office, supported by the most loyal bunch of operators, in the whole empire of Southern California. Watch Colorado do things—she knows how!

Hail, hail, the gang's all here,
What the deuce do we care,
What the deuce do we care . . .

Thus sang the group of girls from Olive office, Los Angeles, as they took Mrs. Sena Hathaway, their former supervisor, completely by surprise, on the evening of February 1, at her charming home on Eighth Avenue. Mrs. Hathaway has been a supervisor in Olive office for nearly five years, and has been with the Southern California Telephone Company for over seven years. The girls, under the leadership of Miss Izetta A. Hall, the office elector, planned the surprise to show their friendship for, and appreciation of, Mrs. Hathaway. The evening was spent in dancing, games, and stunts. Mrs. Ivy L. Moore was mentioned as the guest of honor, since it was the date of her birthday. Appetizing refreshments of cocoa, coffee, and cakes of every description and variety were served to the thirty guests at the close of the evening.

On the evening of February 23, the girls of the Brawley office gave a surprise party to Mrs. Abba Phillips, the chief operator. The party was in the nature of a farewell to Mrs. Phillips, who is being transferred to San Diego. It was with a great deal of difficulty that the party was made a real surprise on Mrs. Phillips. However, after many plots and more stealthy conversations, the party was arranged for and the victim was really surprised. Games and dancing were the order of the evening, following which refreshments were served. The girls were all sorry to lose Mrs. Phillips, who has been with them, acting in the capacity of chief operator, for almost two years. The girls wished her the best of luck in the city of her adoption and hoped she would like San Diego as well as the girls in the office liked her. Mrs. Lucille Mitchell, evening chief operator at Brawley, will succeed Mrs. Phillips, and Miss Agnes G. Doetsch, operator at Brawley, is to be promoted to the position of evening chief operator.

The Palm Room of the Maryland Hotel, Pasadena's finest and gayest hotel, was a dazzling picture of brilliant lights, beautiful decorations, and lovely whirling dancers on the occasion of the dance given by the girls of Fair Oaks office, Pasadena, for the purpose of securing funds to purchase a piano for the new Fair Oaks restroom. Artistic decorations of clever lattice work and feathery greenery gave a charming spring garden effect and formed a delightful background for the gorgeous gowns that made an ever-changing kaleidoscopic picture on the floor. There were more than a thousand dancers on the floor during the evening, and the contests for the prizes



awarded to the best dancers by Newton I. Hancock, well-known musician, were interesting in showing the amazing amount of exceptional dancing ability to be found in the organization, for the last few couples left on the floor were telephone people and the prizes were awarded to two girls of Fair Oaks office, Miss Frances E. Hubbard and Miss Grace M. Moore. Newton I. Hancock is well known throughout Southern California as the manager of Hancock's Country Club Orchestra, one of the finest and most jazzy orchestras in this section of splendid orchestras and gay dancing parties. This was the orchestra that provided the music as only they can play. Even such wonderful things as a dance must end sometime, so this dance finally closed to the regret of every-

one. The only consolation was the fact that, encouraged by the wonderful coöperation and interest shown by the public in this dance, the Fair Oaks girls are planning to make such a dance an annual affair. Only, true to the practice of getting better and better, the next dance will be bigger and better and, while that would be truly exceptional, it is still possible in Pasadena. Now that the piano has been purchased, the proceeds of the dance next winter will be used for charity. Fair Oaks girls are noted in Pasadena for their charity work at Christmas time, and with the proceeds of such a dance as their second annual ball already promises to be, it is hard to tell what may not be accomplished by their ministrations.

Washington Division



A Sky-Line View of Seattle, Division Headquarters

*Division Superintendent of Traffic, E. L. BREENE.
Division Commercial Superintendent, W. J. PHILLIPS.
Division Superintendent of Plant, H. J. TINKHAM.*

Miss Marguerite Moore has been appointed Evening supervisor at Main office, Spokane.

The directors of the Farmers Mutual Telephone Company met in Bellingham in February.

C. O. Bates, our legal representative at Tacoma, was a recent division commercial office visitor.

We are glad to welcome Miss Nellie Love back to Main office, Spokane, after her illness.

Mrs. Lizzie Mitchell, night operator at Pomeroy, was recently presented with a one-star service emblem.

Thomas Elsom, right of way agent from the Spokane office, was a Lewiston visitor the latter part of February.

Miss Viola C. Peterson, operator, Main office, Tacoma, was recently appointed to the position of supervisor in that office.

The many friends of Mrs. Ellen L. Kennedy are glad that she has recovered from her recent illness sufficiently to be back at work again. She returned March 1 after an absence of several months.

Brough Mewhirter, storeroom clerk, Tacoma, was recently taken ill and required to give up his duties temporarily. It is hoped that his health will improve rapidly and he will be able to resume his duties soon.

Miss Leah Bickford of Maxwell office, Spokane, has returned to duty after a serious illness of several weeks' duration.

G. N. Brewer, supervisor of directories, San Francisco, was a recent visitor at the Spokane and Seattle offices of the company.

The Garfield, (Wash) office is proud to report that during the month of February for twelve days all toll calls placed were completed.

Mrs. Irene Taylor, operator, Walla Walla, has returned to duty after a long illness. Her many friends in the telephone office are glad to have her back.

Special Agent E. E. Crandall visited the sub-licensee exchanges at Quincy, Soap Lake, Marlin, Creston, and Neppel during the latter part of February.

Mrs. Jay C. McDonald, formerly Miss Geraldine Maxwell, of the collection department, Spokane, is rejoicing over the arrival of a big boy heir on January 14.

One of the worst snowstorms Spokane has ever known visited us on February 11 and 12. Snow drifted so badly all car service was held up, and the girls at all offices showed their loyalty by walking miles to get to work, arriving wet, chilled, and tired, but with smiling faces, from thirty minutes to three hours late.



Thomas A. Kohl, lineman for the company at Lewiston for the last twenty-two years, is confined to his home on account of a severe attack of lumbago.

Miss Mary Wall, long-distance office, Spokane, has been promoted to evening supervisor, succeeding Mrs. Ruth Robertson, who left to make her home in California.

Illness has caused the resignation of Mrs. Florence Wetherall from Maxwell office, Spokane. The girls are sorry to hear of her illness and all hope for a speedy recovery.

Miss Lucile Estes, who was transferred recently from the Broadway office, Portland, to Vancouver, surprised her fellow workers by her marriage last month to Cecil Wright.

Miss Eva McIntyre, chief operator and commercial clerk, Port Orchard, has resigned on account of her health, and Mrs. Edna O'Brien has been promoted to the position.

Miss Callahan and Miss King from the Broadway office, Portland, visited the Vancouver office last week. Miss Callahan was chief operator at Vancouver some time ago.

On March 9 J. H. Mitchell, engineer of machine switching problems, returned to San Francisco after having spent several days in Seattle in conference with various officials.

Miss Bessie Giffing, who has been manager and chief operator at Sprague, Wash., has recently moved to Seattle. She was succeeded at Sprague by Miss Winnifred Brislawn.

The Harrington office has been remodeled, the operating room made larger and the waiting room smaller. This change makes things very convenient for the operating force.

Friends of Mrs. Earle DeLashmutt, formerly Miss Mildred Wade, of the commercial department at Spokane, are congratulating her on the arrival of a fine baby daughter, February 18.

The switchboard of the Maple Falls Telephone Company, Whatcom County, Wash., was entirely destroyed by fire on the morning of February 15. A new board will be immediately installed.

Miss Ida Skamser, supervisor at Aberdeen, has been appointed to the position of evening chief operator in that office. She was succeeded by Miss Kathryn Backer, operator, at Aberdeen.

Mrs. Effie Crerar, of long-distance office, Spokane, has been absent about two months on account of illness. We all hope she will be able to join us soon, as she has been missed by all.

Miss Amy Bergh, supervisor, Glenwood office, Spokane, recently returned to work after an illness of three weeks. Miss Gladys Hardy has also returned after an illness of about a month.

The Lewiston, Idaho, employees were delighted to receive the following letter recently, addressed to the company: "Gentlemen: Please accept my thanks, on behalf of the Credit Adjustment Company, Inc., for the very prompt and efficient service recently rendered this company in the securing of certain telephone numbers and the installation of both temporary and permanent connections. Such service is indeed, gratifying. Yours truly, CREDIT ADJUSTMENT COMPANY, INC., BY MARSHALL HYDE, Assistant Secretary-Treasurer."

Charles Pinder, line and station installer, Tacoma, who has been unable to report for duty since July, 1922, due to broken hip, is slowly improving and expects to return to work soon.

Miss Pearl Wedmark, Palouse, had the misfortune of finding her home in flames when she returned from her work at 10 o'clock on March 2. None of the contents of her home was saved.

Police Judge Witt of Spokane is responsible for the resolution made by Charles Kalb of the sales department to carry his license plates on his car instead of using them as decorations for his garage.

Mrs. Elizabeth Thomas, evening supervisor, Main office, Tacoma, was appointed evening chief operator at Proctor office, to take the place of Mrs. Thelma Laisure, who has been granted a three months' furlough.

Contracts have just been closed at Bellingham for two private branch exchanges, the Leopold Hotel Company for eighty-three stations and three trunks and the Bellingham Clinic for one of seven stations and three trunks.

E. G. Fensler, division supervisor of directories, attended a conference in February of directory supervisors lasting several days at Denver, Colo. The indications are that the trip was very pleasant and the conference profitable.

A cleverly arranged dinner party was given recently as a farewell for Miss Pearl Esterbrook by the girls at Maxwell office, Spokane. Miss Esterbrook has been transferred to Portland, Ore., where she intends to make her home.

The operators of the Almira exchange gave a card party on Washington's birthday at the home of the chief operator, Mrs. Mabel Hall, a former chief operator of Wilbur, won first prize. Refreshments were served about midnight.

Miss Marjorie Healey is officiating as chief operator's clerk at Kenwood office, succeeding Miss Beatrice Sigmon, who succumbed to the wiles of Cupid and has forsaken the chief operator's desk for a little apartment of her own.

A theater party was recently given by the girls at Main office, Spokane. Those attending were the Misses Byers, Jeannot, Loehner, Lindert, Troyer, Kruesel, Schroeder, and Warner. A delightful luncheon was enjoyed later at Davenport.

Smiling countenances of Ted Baihly and Betty Smith now grace the office of Main exchange, Tacoma, the reason being the recent announcement of their marriage. After a short honeymoon, they are receiving congratulations from their many friends.

E. E. Crandall at Spokane was presented with his service emblem on February 25 in recognition and appreciation of his fifteen years' continuous service. This is the second service emblem to be received by male employees of the commercial department of Spokane.

George A. Walker, manager at Spokane, accompanied by B. H. Callison, chief clerk, and John Schlarb, manager, Tacoma, accompanied by R. F. McQuiston, chief collector, and H. V. Collins, manager, Aberdeen, conferred recently with the division commercial staff on matters pertaining to their respective territory.



Miss Loretta B. Van Rooy, chief clerk in the district traffic superintendent's office, Tacoma, resigned her position on March 3 on account of her marriage to C. R. Bington of this city. We sure do miss you, Loretta, but wish you all kinds of good luck and happiness.

Skating parties have afforded much pleasure this winter to a group of girls at Maxwell office, Spokane. The Misses Lorena Pelleberg, Helene Hollingbery, Matilda Finley, and Nina Pengelly are among the efficient skaters who have braved the wintry weather and enjoyed many an hour at the beautiful Manito Park pond.

A dancing class has been organized among the employees of the commercial, traffic, and plant departments, Tacoma. From reports of the first tryout, great transformations are in sight for future steps. The classes are well attended and those who are not adept in the art are finding it a great source of recreation and diversion.

Miss Myrtle Arnold, long-distance office, Spokane, surprised her many friends when she became the bride of George Need on December 6. Miss Velma Overmire also, of long distance, surprised her many friends when she became the bride of Ronald McAlpin. We wish them all success and happiness possible for the coming years.

J. E. Parrott of the Seattle business office gave a talk on February 23 before about one hundred employees of the Union National Bank of Seattle on telephone usages and courtesies, outlining how the employees of the bank could perform a greater service to its customers by proper use of the telephone, and thus make additional friends for the institution as well as additional business.

Miss Velva Norby, supervisor, Main office, Spokane, entertained a few of her friends on February 17 at her home in honor of her birthday. A warm supper was served and the evening was spent in dancing. Those present were: Sue Coates, Marie Krause, Marguerite Moore, Lucille Whalen, Ona and Opera Sutton, Edna Alberg, Hermine Ruelle, Edna Alberg and Alice Wideberg, all from Main office.

W. J. Phillips, division commercial superintendent, and former company associates enjoyed the pleasant visit of C. E. Hickman, division commercial superintendent, Portland, and N. R. Powley, division commercial superintendent of the Southern Division, Los Angeles, who were in Seattle for several days to witness the cutover from manual to machine switching in the Melrose, Rainier, and West offices.

If Uncle Sam ever needs two active recruiting officers, we can recommend to him the Misses Yetter and Monette, of Rainier office, Seattle. During the training period at Rainier office it was desirable to secure several experienced operators for temporary work. The two young ladies mentioned above cheerfully accepted the assignment of going into the highways and byways of the Rainier Valley and reengaging Rainier operators who had left the service to be married. Their efforts were so successful that, despite the heavy drafts on this office for people for training in the new office, old Rainier was able to carry on. The young matrons who had formerly worked in this office all seemed very pleased to come in for a brief period and again demonstrate their proficiency at the switchboard.

Miss Florence Soll, receiving teller, Tacoma, entertained the young ladies of the commercial department at their regular sewing club meeting on the evening of February 13. The evening was spent in sewing, after which refreshments were served, and at this time a little surprise was given Miss Bertha Matzenauer in the form of a shower of kitchen utensils, articles which Miss Matzenauer soon expects to use daily. All report a very enjoyable evening.

On the evening of February 11 a severe snowstorm swept over the western portion of the Washington Division, the toll lines suffering the greatest damage. In addition to causing a large amount of scattered trouble, it damaged the Tacoma-Seattle toll lead to the extent of a total failure between the Puyallup River and Fife Junction, a distance of approximately two and one-half miles. Twenty-nine poles were blown completely over by the wind and the weight of the snow, which was heavy and wet and clung to the wires and cross-arms. Forty-five additional poles within this area were badly raked. It snowed heavily during the entire day and at 5:40 p. m. the open wire circuits began to fail. Within five minutes of this hour the entire lead had failed with the exception of the 30-pair 16-gauge cable, these circuits remaining in operation until 8 p. m., when they too were interrupted, caused by two poles at the interurban railway crossing falling over and contacting a 2200-volt light lead of the Puget Sound Power and Light Company on the opposite side of the road. At 9:50 a. m., on February 12 the damage to the cable had been repaired and service restored on all of these circuits. While the cable was being repaired, duplex was strung and the top arm of aerial wire was working at 4:30 p. m. of February 12. By 6 p. m. of the same date the second and third arms were working. At 5:45 p. m. of February 13 the fifth and sixth arms were working through, and at 11:15 a. m. on February 14 the fourth arm was cut in. The seventh and eighth arms carried local circuits. These were made O. K. by stringing a 50-pair aerial cable from the Puyallup River bridge to Fife Junction, this work being completed by 3 p. m. on February 20. In addition to making the above repairs, it was necessary to replace a



WORK FOR ALL HANDS



A TANGLED WEB OF WIRES

large number of poles, as they were broken off too high up to be reset. Much credit is due to the crews engaged in making these repairs, as they were required to work under considerable difficulties, the snow being two feet deep in places and the weather very cold. A north wind continued to blow for two days after the failure. Our lead at this point parallels the Pacific Highway, which is the main artery between Tacoma and Seattle and traffic was extremely heavy at the time.

A successful dance was given by the Phantom Club in the Elks Auditorium, Tacoma, on February 24. The hall was beautifully decorated for the occasion with a color scheme of blue and pink tissue paper, streamers being hung from the ceiling and the walls and posts decorated with pretty designs. About 120 couples were present and the music was furnished by a six-piece orchestra. Mrs. Nicholson, chief matron, with her able assistants, furnished and dispensed the punch, which was pronounced most delicious.

A private branch exchange consisting of two trunks and fifty-four stations has just been installed at the Western State Hospital for the Insane and connected with our Tacoma exchange. This institution is located about twelve miles from Tacoma, and on account of that distance it is necessary to construct copper trunks. This installation takes the place of some privately owned apparatus which the state had formerly installed. The superintendent and employees are all highly pleased with the new equipment.

A plant department organization change of interest was recently announced as follows: "Effective April 1, 1923, H. V. McCall is appointed district plant chief, Spokane district, vice G. H. Benson, transferred to the department of the division methods engineer, Seattle, Wash. W. C. BARBOUR, *Superintendent of Maintenance*. Approved: H. J. TINKHAM, *Division Superintendent of Plant*." Under date of March 23, the following Tacoma organization change was announced: "Effective April 1, 1923, D. D. Woodward is appointed district plant chief at Tacoma, vice H. V. McCall, transferred to Spokane. C. P. TOUSSIENG, *Superintendent of Maintenance*. Approved: H. J. TINKHAM, *Division Superintendent of Plant*."

The Composite Club, the women's auxiliary to the Phantom Club, Tacoma, held the first business meeting of the year on January 18. Mrs. H. V. McCall, Mrs. H. C. Harrigan, and Mrs. George B. Moore were hostesses. Decorations suggested a valentine motif, and refreshments were in the same scheme. Officers for the new year were installed: Mrs. H. V. McCall, president; Mrs. E. B. Lyon, vice president; Mrs. F. P. Fisher, secretary; Mrs. A. C. Schwarz, treasurer.

Miss Kathryn Kullrich, collection clerk, Olympia exchange, left March 1 for an indefinite stay in Southern California. A farewell party was given for her at the home of Miss Ethel Young, chief operator, all the employees of the traffic and commercial departments being present. Each guest wore a distinctive costume, and the evening was spent in games and dancing, after which delicious refreshments were served. Miss Eva DeFord has been transferred from the traffic to the commercial department, succeeding Miss Kullrich.

During the period of training call indicator operators considerable friendly rivalry developed between the Garfield operators and the East operators, in Seattle. The call indicator position is a switchboard position in a manual office on which calls from machine switching offices are connected through. The machine switching subscriber dials the manual number desired, which appears on a manual "B" board position on a screen or call indicator. The connection to the number indicated is made by the call indicator operator in the manual office. Since there is no repetition or acknowledgment required, the operator on this position may make her own speed in moving the traffic. The Garfield and East call indicator operators were trained together on special training equipment. Representatives of each office stoutly maintained the merits of their respective offices, and by the facility with which they picked up this new method of operating and the ease and dispatch with which they disposed of the traffic tried to make records for their respective central offices. First, a Garfield girl would come through with a new high-water mark, then some East operator would raise the standard. Both offices watched with considerable interest the progress of their respective entrants in the call indicator work. In all fairness it must be said that such excellent results were achieved by every one that the contest had to be considered a tie.

Washington plant has sent us the following interesting announcements of changes in the organization: "Effective February 1, 1923, R. Z. Young is appointed division plant engineer, and will have reporting to him: W. E. Ahrens, outside plant engineer; C. W. Hall, equipment engineer; C. E. Mong, acting transmission engineer. The organizations and responsibilities of the outside plant engineer, equipment engineer, and acting transmission engineer will remain as at present. Carleton Hayes is appointed division methods engineer and will have reporting to him: J. D. Bradley, supervisor of shops and vehicles; F. S. O'Donnell, supervisor of long lines; H. F. Wiley, methods accountant; W. P. Dawe, supervisor of supplies. The organization and responsibilities of the supervisor of shops and vehicles, supervisor of long lines, methods accountant, and supervisor of supplies will remain as at present. The position of superintendent of maintenance, Seattle outside



district, formerly held by Mr. Hayes, is abolished. J. L. Twining is appointed district plant chief, in charge of plant maintenance in the Seattle outside district. Until further announcement, Mr. Twining will report to the division methods engineer. J. R. Hoblitzell is appointed division plant cashier, reporting to the division superintendent of plant. H. J. TINKHAM, *Division Superintendent of Plant*. Approved D. P. FULLERTON, *General Superintendent of Plant*."

Employees of the commercial department at Seattle had a very enjoyable party on the evening of February 21 in the assembly room of the new telephone building. Mr. Bird, with his assistants, had spent the previous Sunday decorating the room, and the decorations were certainly very tasteful and artistic. About eighty employees were present to enjoy the music, entertainment, and dancing. A special of the entertainment was a talk given by Robert Conklin of the business office, giving some of his interesting experiences on his recent trip around the world.

About 2 a. m. Saturday, March 3, three men called at our Yacolt exchange, aroused the night boy, and gained entrance by the pretense of desiring to place a long-distance call. After being admitted, these men seized and bound two boys, who sleep in the office nights, together with a young friend who happened to be visiting them at the time. The three boys were bound securely with copper wire and left helpless in the bed. This having been done, the men cut the cable connecting the distributing rack and switch-board with a hack-saw, putting the exchange completely out of commission. The men then told the boys that they were going across the alley to rob the bank. They admonished the boys to keep quiet or have their heads blown off. In relating this afterward, one of the boys said "And you bet I did keep quiet." After going to the bank the robbers drilled the door to the bank vault, pushed out the combination, and entered, securing about \$550 in silver and \$15,000 in liberty bonds. The boys were found by a baker, whose place of business is one door from the bank. This man was aroused by a noise which he thought had been made by a neighbor who was ill. He went to the telephone and tried to call a doctor, but was unable to obtain response. He then went to our office and found the boys in the condition described above.

The alarm was given and the bank cashier drove eight miles to Heisson in order to call the sheriff at Vancouver. This was about 4:30 o'clock in the morning. The plant department was notified of the damage done to our office and Karstetter and Jackson were immediately dispatched to Yacolt to clear up the trouble. Long-distance service was restored about 9 o'clock Saturday morning and the entire exchange was in service about 2 o'clock in the afternoon.

On the evening of February 20 the Girls Junior Advertising Club of Tacoma, forty-two in number, visited our central office. This organization is made up of office girls from the different business firms of the city. They have been going through the various industrial plants for educational purposes. They were formed in groups of six and escorted by plant and traffic employees through the various departments, who explained to them very thoroughly the mysteries and working of the telephone. The young ladies were very much impressed with the cleanliness of the offices and equipment. Mrs. Dickie, president of the club, said she could not quite understand the discipline of the operators through all the confusion and the visitors looking over their shoulders watching them work; they were not in the least confused. One of the girls was heard to remark that never again would she complain or allow a complaint to be made in her presence against the operators. Another remark was "If my boss would only take time to visit this exchange, he would be more grateful for the service he receives." On leaving, the young ladies all voiced their sentiments by saying they would be better telephone users in the future. Miss Marion Jacox and Miss Nell Gunnell, employees of the telephone company, are members of this organization.

The Typiste's Holiday

My tYpust is oi hor vacation,

My trpist's awau fpr a week.

My trpudt us in hwr vacarion,

Wgile thse damu kews ploy hudge and seek.

Chorus:

Oy, breng boxk, bting hzek.

Brung becj mu bInnie ti my, tp mr;

B) &ng bLxj, b6ng, biex,

Pping bozk m% heinino-o- mx; CH Helk?

—From *Anglo-Bank Notes of Anglo and London Paris National Bank, San Francisco.*



A. L. Littig, the Los Angeles district traffic superintendent, stopped work for five seconds while the "Magazine" representative took this picture. He finds it a pleasure to work in his office in the new Telephone Building at 740 South Olive Street.

STATEMENT OF DEVELOPMENT MARCH 1, 1923

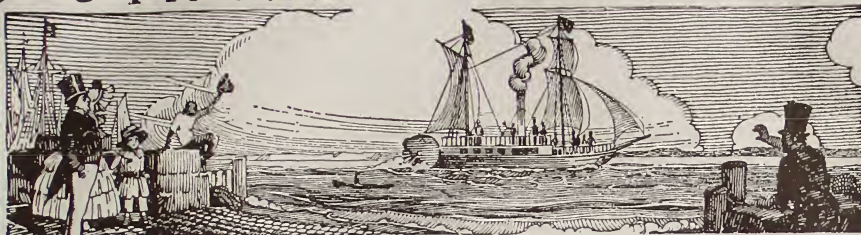
Showing the Increase and Per Cent of Increase in Owned Stations in Exchanges of 300 or More Stations Since January 1, 1923

EXCHANGE—	Subscribers' Stations Jan. 1, 1923	Subscribers' Stations Mar. 1, 1923	Actual gain in Stations since Jan. 1, 1923	Per cent gain since Jan. 1, 1923
GROUP No. 1— (20,000 stations and over)				
Los Angeles.....	189,463	193,518	4,055	2.14
Oakland	50,520	51,591	1,071	2.12
Portland	69,191	69,982	791	1.14
San Diego	21,316	21,790	474	2.22
San Francisco.....	172,744	175,752	3,008	1.74
Seattle	80,917	81,806	889	1.10
Spokane	31,788	31,930	142	.45
Tacoma	20,968	21,132	164	.78
Total	636,907	647,501	10,594	1.66
GROUP No. 2— (10,000 stations up to 20,000)				
Berkeley	16,085	16,838	753	4.68
Fresno	15,357	15,708	351	2.29
Sacramento	19,017	19,325	308	1.62
San Jose	13,108	13,235	127	.97
Stockton	10,729	10,857	128	1.19
Total	74,296	75,963	1,667	2.24
GROUP No. 3— (5,000 stations up to 10,000)				
Alameda	5,921	5,956	35	.59
Bakersfield	4,986	5,021	35	.70
Bellingham	5,367	5,471	104	1.94
Yakima	5,977	5,977
Total	22,251	22,425	174	.78
GROUP No. 4— (2,500 stations up to 5,000)				
Aberdeen	3,425	3,497	72	2.10
Alhambra	2,827	2,974	147	5.20
Eugene	2,940	2,972	32	1.09
Eureka, Cal.	3,473	3,475	2	.06
Glendale	4,420	4,632	212	4.81
†Lewiston, Ida. ...	2,707	2,734	27	1.00
Modesto	2,748	2,833	85	3.09
Palo Alto	3,132	3,228	96	3.07
Reno	4,192	4,218	26	.62
Richmond	2,719	2,788	69	2.54
Riverside	4,702	4,766	64	1.36
Salem	3,604	3,630	26	.72
San Mateo	3,651	3,715	64	1.75
San Pedro	2,727	2,828	101	3.70
Santa Ana	3,562	3,706	144	4.04
Santa Cruz	2,927	2,948	21	.72
Santa Rosa	2,483	2,564	81	3.26
Walla Walla	4,190	4,198	8	.19
Total	60,429	61,706	1,277	2.11
GROUP No. 5— (1,000 stations up to 2,500)				
Albany	1,323	1,339	16	1.21
Anaheim	1,724	1,769	45	2.61
Astoria	1,726	1,976	250	14.48
Baker	1,446	1,451	5	.35
Bremerton	1,360	1,354	-6	-.44
Centralia	1,458	1,537	79	5.42
Chehalis	1,110	1,126	16	1.45
Chico	2,048	2,070	22	1.07
Coronado	1,395	1,403	8	.57
Corvallis	1,949	1,959	10	.51
El Centro	1,008	1,043	35	3.47
Fullerton	1,229	1,343	114	9.28
Hanford	1,458	1,457	-1	-.07
Hogiam	1,749	1,792	43	2.46
Klamath Falls	1,265	1,267	2	.16
Lodi	1,372	1,390	18	1.31
Marysville, Cal. ...	1,802	1,823	21	1.17
Merced	1,198	1,223	25	2.09
Monterey	2,190	2,208	18	.83
Napa	1,716	1,747	31	1.81
Olympia	2,390	2,436	46	1.93
Orange	1,344	1,378	34	2.53
Oregon City	1,301	1,318	17	1.31
Oroville, Cal.	1,008	1,024	16	1.59
Pendleton	1,823	1,830	7	.38
Petaluma	1,802	1,825	23	1.28
Porterville	1,063	1,085	22	2.07
Redwood City	1,141	1,164	23	2.02
Roseburg	1,124	1,141	17	1.51
Salinas	1,295	1,293	-2	-.15
San Anselmo	1,054	1,093	39	3.70
San Luis Obispo ..	1,796	1,797	1	.06
San Rafael	1,680	1,690	10	.60
The Dalles	1,398	1,401	3	.21
Tulare	1,162	1,165	3	.26
Vallejo	2,492	2,497	5	.20
Vancouver	1,788	1,796	8	.45
Ventura	1,208	1,246	38	3.15
Visalia	1,688	1,727	39	2.31
Watsonville	1,553	1,541	-12	-.77
Woodland	1,184	1,211	27	2.28
Total	61,820	62,935	1,115	1.80
Total owned stations January 1, 1923.....	917,437			
Total owned stations March 1, 1923.....	933,125			
EXCHANGE—	Subscribers' Stations Jan. 1, 1923	Subscribers' Stations Mar. 1, 1923	Actual gain in Stations since Jan. 1, 1923	Per cent gain since Jan. 1, 1923
GROUP No. 6— (500 stations up to 1,000)				
Ashland	773	781	8	1.04
Auburn, Cal.	874	896	22	2.52
Bend	660	679	19	2.92
Burbank	512	526	14	2.73
Calexico	629	612	-17	-2.70
Colfax	737	731	-6	-.81
Colton	664	663	-1	-.15
Dayton, Wash.	523	526	3	.57
Dinuba	621	641	20	3.22
Escondido	524	540	16	3.05
Fillmore	494	503	9	1.82
Grants Pass.....	749	753	4	.53
Grass Valley, Cal. .	665	665
Hayward	832	847	15	1.80
Hollister	677	677
Inglewood	764	791	27	3.53
Kelso	485	526	41	8.45
La Jolla	493	508	15	3.04
Madera	750	765	15	2.02
Martinez	810	812	2	.25
Mill Valley	877	882	5	.57
Pasco	711	714	3	.42
Raymond	887	894	7	.79
Redding	761	767	6	.79
San Leandro.....	918	929	11	1.20
Santa Clara	803	856	53	6.60
Sausalito	661	659	-2	-.30
Selma	681	695	14	2.06
So. San Francisco .	655	647	-8	-1.22
Sparks	606	615	9	1.49
Ukiah	631	637	6	.95
Wilmington	572	590	18	3.15
Total	22,644	22,986	342	1.51
GROUP No. 7— (300 stations up to 500)				
Antioch	310	326	16	5.31
Arcata	460	464	4	.89
Auburn, Wash.	485	482	-3	-.62
Avalon	391	394	3	.77
Benicia	322	324	2	.62
Brawley	452	473	21	4.65
Carson City	469	471	2	.43
Chula Vista	329	338	9	2.74
Colville	342	346	4	1.17
Cottage Grove	313	325	12	3.85
Crockett	425	439	14	3.29
Culver City	403	452	49	12.16
Dunsmuir	310	314	4	1.33
El Cajon	300	310	10	3.33
Fort Bragg	452	451	-1	-.22
Kent, Wash.	447	454	7	1.57
Livermore	341	343	2	.59
Milton, Ore.	314	317	3	.96
Mountain View	431	445	14	3.24
National City.....	387	394	7	1.81
Nevada City.....	332	332
Newman	304	306	2	.66
Oakdale	310	331	21	6.97
Paso Robles.....	467	472	5	1.07
Pittsburg	438	447	9	2.05
Placencia	336	339	3	.89
Placerville	397	402	5	1.26
Pomeroy	467	470	3	.64
Renton	330	333	3	.93
Ritzville	357	358	1	.28
Sebastopol	317	318	1	.32
Sonora	387	391	4	1.03
South Bend	432	433	1	.23
St. Helena	389	391	2	.51
St. Helens	307	319	12	3.91
Suisun	309	318	9	2.91
†Tillamook	362	367	5	1.38
Van Nuys	400	415	15	3.75
Winnemucca	419	420	1	.24
Yreka	325	337	12	3.69
Total	15,068	15,361	293	1.94
SUMMARY				
Group No. 1.....	636,907	647,501	10,594	1.66
Group No. 2.....	74,296	75,963	1,667	2.24
Group No. 3.....	22,251	22,425	174	.78
Group No. 4.....	60,429	61,706	1,277	2.11
Group No. 5.....	61,820	62,935	1,115	1.80
Group No. 6.....	22,644	22,986	342	1.51
Group No. 7.....	15,068	15,361	293	1.94
Total	893,415	908,877	15,462	1.73
Actual gain in stations since Jan. 1, 1923..	15,688			
Per cent gain in stations since Jan. 1, 1923..	1.71			

—Loss. *Exchange having dual system.





1923·APRIL·FOURTH MONTH



ON APRIL 11, 1811, the "sole privilege of using steam-boats in the territory" was granted by the Louisiana legislature to Robert Fulton and Robert L. Livingston, who later in the year launched the *New Orleans*, the first steam craft on American inland waters. Six years later, also in April, the *Washington* completed the first steamboat journey from Louisville to New Orleans and return, the entire trip requiring forty-one days. Later Mississippi steamers were famous for their speed and luxury and became important links between the northern and southern sections of the rapidly growing Middle West.

MOON'S PHASES

	Eastern Time	For Central Time deduct 1 hr.	
D. H. M.	1 8 10	Mountain Time.	 γ
⑦	8 0 22	Time.	
⑧	16 1 25	2 hrs.	
⑨	24 0 20	Pacific Time.	 8
⑩	30 4 30	3 hrs.	

APRIL hath 30 days

"A plowman on his legs is higher than a gentleman on his knees"—Poor Richard

TELEPHONE STOCK OWNERSHIP

The American Telephone and Telegraph Company which, together with its Associated Companies, comprises what is commonly known as the Bell System, had 250,000 stockholders, including over 45,000 employee stockholders, at the end of the year 1922. More than half of the Company's stockholders are women.

80,000 stockholders own from one to five shares each, 200,000 own twenty-five shares or less each, and 235,000 own less than one hundred shares each.

Under the latest Employees Stock Purchase Plan, effective May 1, 1921, over 100,000 Bell System employees have subscribed for an average of about four shares each.




\$185,000,000 Net Plant Addition to Bell Telephone System in 1922

There were, during the year 1922, 320,000 men and women engaged in the telephone industry in this country, to say nothing of the thousands of others engaged in manufacturing apparatus, equipment, supplies, etc., to be used in this great industry.

Much of the telephone talk between the United States and Cuba, via the Key West-Havana cable, is about sugar and racing. Business and personal calls are said to be about evenly divided. Most of the business calls are in English and the personal calls in Spanish.

An investment in the stock of the American Telephone and Telegraph Company will bring dividends which will pay the annual cost of your telephone service.

- 1—Su.—**Easter Day**, APRIL FOOL'S DAY Work started on {Look out} Penn. R.R. tunnels under Hudson River, 1904. {for jokes}
- 2—M.—St. Augustine, Fla., founded by Ponce de Leon, 1512. President Wilson delivered War Message, 1917.
- 3—Tu.—First pony express established in Utah, 1860. First telephone conversation between Boston and New York, 1877
- 4—W.—*Chicago Weekly Tribune* established, 1840.
- 5—Th.—Systematic numbering of houses begun in Phila. 1857.
- 6—Fr.—First G. A. R. post organized, Springfield, Ill., 1866. United States entered the World War, 1917.
- 7—Sa.—First permanent settlement in Ohio, at Marietta, 1788.
- 8—Su.—First grange in U. S. organized at Fredonia, N. Y., 1868.
- 9—M.—Record breaking high water flood mark of Miss. River, 1897
- 10—Tu.—*New York Tribune* and *Cincinnati Daily Enquirer*, first issues, 1841. Great fire in Pittsburgh, 1845.
- 11—W.— World's longest deep-sea telephone cable, connecting Havana, Cuba, with the Bell System at Key West, Fla., opened by President Harding, 1921.
- 12—Th.—*Philadelphia Bulletin*, first issue, 1847. Troy, N. Y., incorporated, 1816. Treaty of Annexation with Texas, 1844.
- 13—Fr.—*Plattsburgh (N. Y.) Republican*, first issue, 1811. Allegheny, Pa., incorporated as a city, 1840.
- 14—Sa.—President Lincoln assassinated, 1865 Erie, Pa., incorporated as a city, 1851. First permanent settlement in Idaho, at Franklin, 1860.
- 15—Su.—130th Quarterly Dividend, American Telephone and Telegraph Company (and predecessors), 1922.
- 16—M.—One telephone in 1875; now 14,500,000 in U. S.
- 17—Tu.—New York & Albany R.R. incorporated, 1832.
- 18—W.—Auburn, N. Y., incorporated, 1815. First railroad on Long Island, from Brooklyn to Jamaica, opened, 1836.
- 19—Th.—Schuylkill & Delaware Canal (Morristown to Philadelphia), first public canal undertaking, begun, 1792.
- 20—Fr.—406th Telegraph Battalion (Bell Tel. Co. of Penn.) arrived home from France, 1919. Buffalo, N. Y., incorp. 1832.
- 21—Sa.—United States declared war on Spain, 1898. Cumberland Road authorized by Congress, 1806.
- 22—Su.—*Chicago Journal*, first issue, 1844.
- 23—M.—**St. George's Day**. Wichita, Kan., founded, 1868.
- 24—Tu.—Beginning of Export Telephone Trade: "one hundred hand telephones" for London, 1879.
- 25—W.—*St. Joseph (Missouri) Gazette*, first issue, 1845.
- 26—Th.—SOUTHERN MEMORIAL DAY. Pan-American Bldg., Washington, D. C., dedicated, 1910.
- 27—Fr.—Grant Memorial, N. Y. City, dedicated, 1897
- 28—Sa.—Maryland ratified U. S. Constitution, 1788. 407th Tel. Battalion (N. Y. Tel. Co.) arrived home from France, 1919.
- 29—Su.—*St. Paul Pioneer*, now *Pioneer Press*, first issue, 1849. First elevated train in America, New York, 1878.
- 30—M.—U. S. purchased "Louisiana" from France for \$15,000,000, 1803. Louisiana admitted to the Union, 1812.



Customers

The business man should realize that he is separated from his customers — old and new — by minutes, not miles.

In these days of strenuous competition the successful merchant must make the best use of his resources, and there is none more important than his long distance telephone service.

In the transaction of business the use of the long distance telephone will mean the prompt answer, the personal touch and an economy of time.

Every Bell telephone is a Long Distance station.



The Pacific Telephone And Telegraph Company

